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ABSTRACT

In 1975, Congress established the School Breakfast Program, which gives federal funds to help schools provide morning meals to children. The Food Research and Action Center has worked to increase the number of schools participating in the program. This document is a handbook for organizing a school breakfast program at the local level. Chapters in the text: (1) present suggestions on organizing or expanding breakfast programs and contain factsheets about such programs; (2) review federal legislative initiatives on child nutrition and state regulations covering breakfast programs; (3) contain surveys and data sheets for collecting information about factors related to the implementation of school breakfast programs in local communities; (4) discuss the relationship between nutrition and learning, and children's right to receive school meals; (5) list facts that answer commonly asked questions about school breakfast programs; (6) list organizations that have endorsed campaigns to end childhood hunger and to expand the national school breakfast program; (7) offer suggestions on marketing a breakfast program; and (8) present results of two surveys concerning the effects of eating breakfast on students' feelings and behavior at school. (BC)

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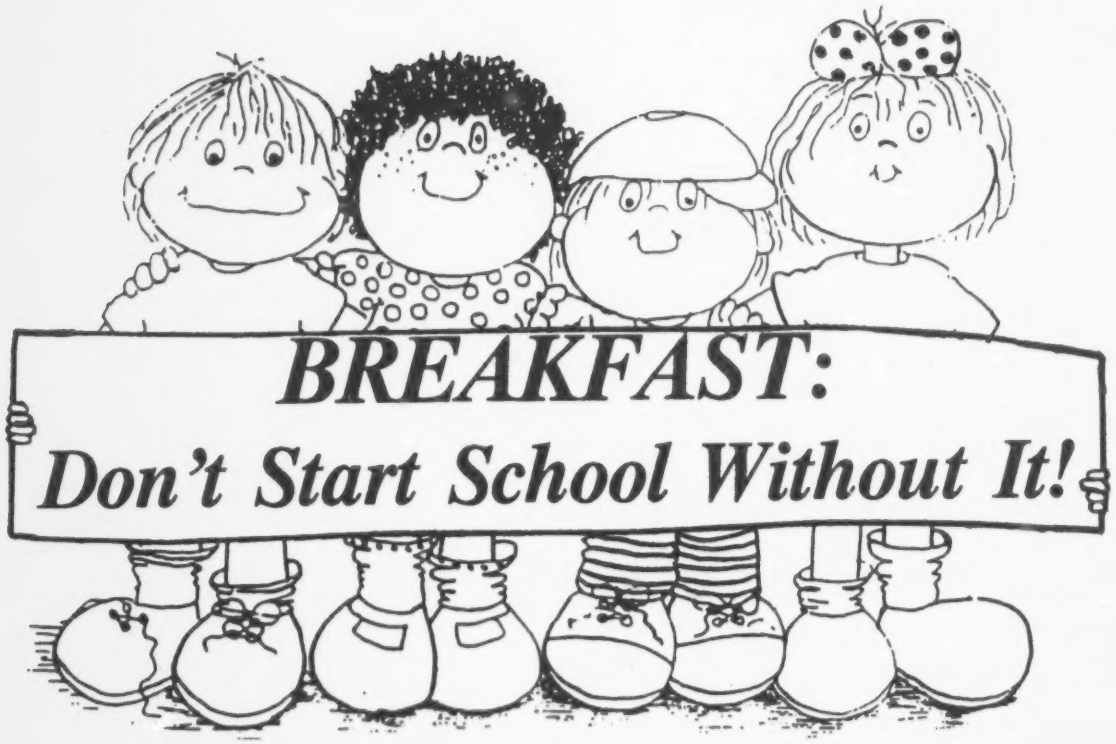
A School Breakfast Campaign Kit



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BREAKFAST: Don't Start School Without It!

A School Breakfast Campaign Kit

Contents

B ***reakfast: Don't Start School Without It!***

Organizing tips and tools

R ***eviewing Legislative Initiatives: Federal and State***

Federal legislative history -- chart of state mandates -- sample legislation

E ***ducating Yourself About Your Community***

Conducting a needs assessment -- sample surveys -- letters to parents

A ***Hungry Child Cannot Learn***

The relationship between nutrition and learning

K ***ids Have Rights, Too***

Children's rights in the breakfast program

F ***acts About the School Breakfast Program***

Answers to the most commonly-asked questions about school breakfast

A ***dults Who Care About School Breakfast***

Groups and leaders support school breakfast expansion

S ***how it Now!***

Selling your issue to and through the media -- marketing your program

T ***eachers and Students Speak Out for Breakfast***

Teacher and student survey results

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Michele Tingling-Clemmons, *Author*
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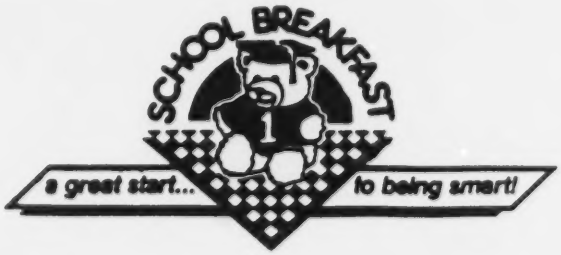

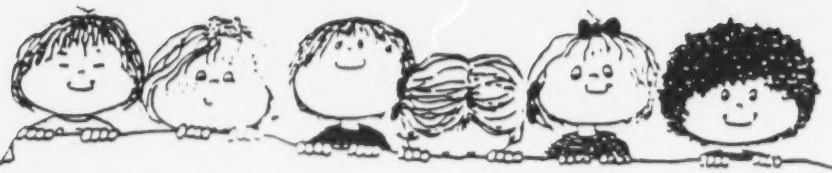

BREAKFAST: DON'T START SCHOOL WITHOUT IT!

INTRODUCTION

Millions of kids are hungry in America, but these children often seem invisible. For many children, eating breakfast is not a regular occurrence. Many families cannot always afford enough food. Some children have long bus rides and are hungry when they arrive at school. Sometimes parents' work schedules leave limited or no time to prepare and serve breakfast. Since many children do not eat a nutritious breakfast at home, they are hungry when they reach school and either remain hungry until lunchtime or eat less nutritious food to stave off hunger pains.

Today, the number of children living in poverty and at risk of hunger is rising. The need for the School Breakfast Program has never been greater. A hungry child cannot learn; a child who cannot learn becomes an adult who is ill-prepared for the workforce and cannot compete successfully in the marketplace.

Recognizing the relationship between nutrition and learning, Congress established the School Breakfast Program as an entitlement program in 1975, which provides federal funds to schools and residential child care institutions to assist in providing a nutritious morning meal to children. Any student attending a participating institution may participate, and children from low-income families can receive free or reduced-price meals, just as in the National School Lunch Program.

The School Breakfast Program is one of the most beneficial yet underused of the federal nutrition programs. **It meets a vital need:** feeding millions of schoolchildren who otherwise might not eat breakfast due to poverty or family circumstances. **It is effective:** a recent study in Massachusetts found that low-income elementary schoolchildren participating in the School Breakfast Program showed improvement in standardized achievement test scores and a tendency toward improved attendance rates and reduced tardiness compared to low-income students who did not eat breakfast at school. **It reaches needy children:** over 80 percent of children participating are from families earning $17,420 a year or less. Many school administrators and school boards have been reluctant to adopt the School Breakfast Program, and children can **only** participate in the program **if** their school chooses to offer the meal.

The federal government has in recent years provided some financial support to the School Breakfast Program above the regular reimbursements in the form of grants to schools to assist with many of the one-time costs (i.e., equipment, outreach, promotion) of starting school breakfast. Fourteen states encourage the availability of school breakfast by requiring certain schools to offer the program; others provide financial incentives in the form of grants or additional per meal reimbursement. Despite major increases

in participation within the last two years, **less than half of the schools offering lunch also offer breakfast, and only 30 percent of low-income children receiving school lunch receive school breakfast.**

The Food Research and Action Center (FRAC) is convinced that parents and advocates interested in ensuring that all schoolchildren start their school day ready to learn can have tremendous impact at the community level. FRAC has been involved in a National School Breakfast Expansion Campaign since 1987. Through a range of strategies, FRAC has worked to make possible recent increases in the participation rates of students eating breakfast at school and the number of schools offering the program. These strategies include: gaining the active endorsement and support of major educational and other concerned organizations; providing general information and technical assistance; assisting expansion efforts in targeted states; serving as a clearinghouse on school breakfast; conducting trainings, workshops and presentations on the subject; and producing educational materials (including *Fuel for Excellence: FRAC's Guide to School Breakfast Expansion, Second Edition, 1990*).

Breakfast: Don't Start School Without It! is a school breakfast organizing kit designed for use at the local level. It has been developed to provide you with: background statistics; tools that include organizing tips, sample surveys, community flyers, and press releases; a state-by-state status report on school and student participation broken down state-by-state to allow you to compare your state in relationship to other areas of the country; and practical answers to the most commonly-raised concerns regarding the implementation of this important educational program. We hope these resources will help you in your efforts to encourage local officials to initiate a School Breakfast Program.

Findings from CCHIP, the Community Childhood Hunger Identification Project, a ground-breaking effort to measure hunger among children in the United States, indicate that 5.5 million children under the age of 12 in our country -- one in eight -- are hungry. The School Breakfast Program is a valuable tool in our national efforts to alleviate hunger and educate our youth, and should be utilized. The learning ability of **any** child who misses a nutritious morning meal is likely to be compromised and it is the children who lose out when breakfast programs are not offered.

Ultimately, it doesn't matter why a child doesn't eat before reaching school. It does matter if they are forced to start school without breakfast because their school does not choose to provide them with this important "jump start" to their school day. Our children are our future.

Feel free to copy the materials in this packet. We ask only that you credit FRAC or any other source that might be cited. We know that it is through your efforts and those of others like you, that the nutritional status of our children can be improved.

We applaud your efforts and look forward to working with you as we strive to give **all** our kids a nutritious start to their learning day -- by ensuring them access to a good breakfast.

ORGANIZING TIPS AND TOOLS FOR EXPANDING SCHOOL BREAKFAST

Effective community organizing is the key to implementing or expanding a School Breakfast Program in your community. No single strategy is effective, since each community is different. The following guidelines may be adapted, expanded or even discarded to meet your community's special needs.

1. **Organize a committee.** There is strength in numbers, and there are many different people and groups that may have an interest in school breakfast. For example, there are parents whose children might benefit; anti-hunger advocates, health professionals, religious leaders and others concerned about children's nutrition and health; seniors interested in helping their grandchildren; school nurses who routinely "prescribe" crackers, peanut butter and other nutritious snacks for morning illnesses caused by rumbling tummies; school administrators and food service directors. Be sure to identify a leader or specific people in the group to carry out necessary tasks.

2. **Develop a plan.** An effective plan takes into account: the strengths, time and skills of your committee members; potential in-kind contributions such as telephone, typing, postage, or office space in a local church or community center. Your strategy should include a method of determining the specific needs of the community. There are tools in this kit (sample surveys, fact sheets) to help you to find out the level of need for and interest in expanding the School Breakfast Program in your community. Your goal could involve getting more schools to offer the program, working with the schools to improve student participation, or both.

3. **Conduct a needs assessment.** Have your committee divide up the work of filling out your sample data sheet in order to gather such basic information as the number of schools, students and level of need in your community. Use the information on the levels of federal reimbursement to your state and other materials elsewhere in this kit (e.g., reimbursement rates, raw foods, breakfast menus, etc.) to make arguments in favor of the economic benefits of the program. Copy and distribute the fact sheets on nutrition and learning or other tools in this kit to strengthen your arguments about the educational role played by the School Breakfast Program. If you determine that potential schools are concerned that student participation will not be enough, share with them some of the promotional ideas in the packet.

4. **Remember the obvious.** Talk to the principal, superintendent and school food service director early in your efforts to find out their positions on the program and alert them of the community's interest in the School Breakfast Program. Believe it or not, the only barrier might be a principal's belief that a School Breakfast Program is **only** available where the majority of students are poor! Many people have this misconception. School board members, once informed, may also be helpful. They

are all essential to initiating and operating successful programs.

5. **Involve the media.** With proper planning and preparation on your part, the news media -- newspapers, magazines, radio and television -- can be a tremendous resource in your work. This involves: finding out who in the media is likely to handle this issue and developing a relationship with them; compiling necessary background materials to keep your media contact (and committee members) well-informed; and taking advantage of the many opportunities to present your issue through editorials, feature articles, public service announcements, letters to the editor, community radio, and talk shows. Committee members should encourage each other and help to strengthen everyone's interviewing skills. The section in this kit entitled *Show It Now!* more fully addresses specifics of contacting and working with the media.

6. **Implementing Your Strategy.** After the group has figured out what it wants -- school breakfast in an area school with the greatest need, school breakfast in all of the district's schools, or helping the school to expand its participation -- it can review its options to figure out **how** to accomplish its goal.

Strategic Options at the Community Level

a. Build a strong support base in your own local community.
b. Schedule a public meeting.
c. Meet with the principal.
d. Testify at a school board meeting.
e. Support or work with school food services to develop a CAC (community advisory committee) to help with community outreach and promoting School Breakfast.
f. Encourage the media to raise the issue in the community.
g. Attend meetings of other groups -- senior centers, civic associations, PTAs, Kiwanis -- to educate them about the program and issues and solicit their involvement and support.

Strategic Options at the State level

a. Meet with state Board of Education or School Board members to solicit support.
b. Contact your state Department of Education to ask about any plans to expand School Breakfast in the state, such as plans to apply for federal start-up funds.
c. Talk with representatives of other groups interested in childhood hunger to determine support for state legislation to either provide additional funds or require breakfast in some schools.

Many factors affect children's ability to learn. Nutrition is one factor which we can easily address. There are many reasons why a child might arrive at school without breakfast -- early bus schedules, working parents, limited time, poverty -- but we know that whatever the reason, a hungry child cannot learn. The School Breakfast Program offers us an opportunity to ensure that no child need start the day hungry. By ensuring the availability of the School Breakfast Program, we have a real opportunity to make a nutritional and educational difference in children's lives now and long into the future.

Breakfast: Don't Start School Without It!

Sample Fact Sheet 1

THE SCHOOL BREAKFAST PROGRAM: A FACT SHEET

1. What is the School Breakfast Program?

   It is a federally funded program that helps schools serve nutritious breakfasts to school children who want them.

2. What foods can be served?

   Schools have a wide choice of actual meals, but they all must follow a specific meal pattern. Meals should contain milk, fruit or fruit or vegetable juice, bread or bread-alternate (cereal, muffins, pancakes, etc.) and meat or meat-alternates (eggs, cheese, fish, peanut butter). The following chart explains the possible combinations of food that the School Breakfast Program may offer:

	Option 1	**Option 2**	**Option 3**
Milk - *one serving* **AND Vegetable, Fruit, or Juice** *one serving* **AND Bread/Bread-Alternate** *two servings* **OR Meat/Meat-Alternate** *two servings* **OR One Bread AND One Meat**			

3. Who can participate?

   Any public or non-profit private school or residential child care institution (RCCI) that wants a program can participate. The school board simply fills out a form and applies to the state department of education on behalf of the school. Any student who attends a participating school is eligible to eat school breakfast.

4. Who pays for the meal?

   The federal government pays for all or part of the cost of **every** meal. Schools cover the rest of the costs through the sale of meals to paying children and in some cases with supplemental support from the state. Some children will get the meal "free". Others pay up to 30 cents for "reduced-price" meals. Children who are able, pay more for "paid" meals. Any child receiving a "free" or

"reduced-price" lunch is automatically eligible for a "free" or "reduced-price" breakfast. (See following chart.)

Reimbursement Rates (July 1, 1991 - June 30, 1992)			
	Non-severe Need	**Severe Need***	**Amount Child Pays****
Free	$0.9275	$1.1025	0
Reduced-Price	$0.6275	$0.8025	$0.30 (maximum)
Paid	$0.1850	$0.1850	$0.49 (average)

Source: Federal Register, Vol. 56, No. 132, 7/10/91, pp. 31370 and 31371.
** See #5 for explanation of term.*
***Child Nutrition Division, USDA FNS. (Based on survey showing average cost of $.48 in elementary and $.50 in higher grades.)*

5. What other help is available?

A school with more than 40 percent participation in free or reduced-price lunch is classified as a "severe need" school and can therefore qualify for extra federal reimbursements. (See above chart for "severe need" rates.) The federal government also has grant funds available to state agencies to assist schools just starting breakfast programs. Funds for fiscal years 1990 through 1992 have already been disbursed and the request for proposal has been issued for fiscal year 1993. There are $5 million dollars available annually, nationwide on a competitive basis, for Fiscal Year 1993 and for Fiscal Year 1994. States must apply to the U.S. Department of Agriculture for the grants which can be used for equipment needs, promotion and outreach. Schools receiving grants must operate the breakfast program for at least three years.

6. What effect will having a breakfast program have on other school activities?

The School Breakfast Program will bring more money into our community, without taking money away from the academic budget or teachers' salaries. Slight changes may be necessary in bus schedules. And it will provide children with a better opportunity to learn.

If you would like to help us get a breakfast program started in our community or if you would like more information, please call:

Name: _____

Address: _____

Telephone: _____

Sample Fact Sheet 2

THE SCHOOL BREAKFAST PROGRAM: A FACT SHEET

1. What is the School Breakfast Program?

   It is a federally funded program that helps schools serve nutritious breakfasts to school children who want them.

2. What foods can be served?

   Schools have a wide choice of actual meals, but they all must follow a specific meal pattern. Meals must contain: milk; and fruit or fruit or vegetable juice; and bread or bread-alternate (cereal muffins, pancakes, etc.) and/or meat or meat-alternates (eggs, cheese, fish, peanut butter).

3. Who can participate?

   Any public, non-profit private school or residential child care institution (RCCI) that wants a program can participate. The school board simply fills out a form and applies to the state department of education on behalf of the school. Any student who attends a participating school is eligible to eat school breakfast.

4. Who pays for the meal?

   The federal government pays for all or part of the cost of **every** meal. (See next page.) Some children will get the meal "free". Others will pay up to 30 cents for "reduced-price" meals. Other children would pay more for "paid" meals. Any child now receiving a "free" or "reduced-price" lunch is automatically eligible for a "free" or "reduced-price" breakfast. (See chart on next page.)

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   A school which has more than 40 percent participation in free or reduced-price lunch is classified as a "severe need" school and can therefore qualify for extra federal reimbursements. The federal government also has grant funds available to state agencies to assist schools just starting breakfast programs: $5 million dollars available annually on a competitive basis nationwide, for fiscal years 1993 and 1994. Proposals for fiscal year 1993 are due March 4, 1992. States must apply to the U.S. Department of Agriculture for the grants which can be used for equipment needs, promotion and outreach. Schools receiving grants must operate the breakfast program for at least three years.

6. What effect will having a breakfast program have on other school activities?

   The School Breakfast Program will bring more money into our community without taking money away from the academic budget or teachers' salaries. Slight changes may be necessary in bus schedules. And it will provide children with a better opportunity to learn.

If you would like to help us get a breakfast program started in our community or if you would like more information, please call:

Name: _____

Address: _____

Telephone: _____

The following table reflects actual federal reimbursements, per meal served, that schools are entitled to receive, based on their meal counts. They are adjusted each year in July.

Reimbursement Rates (July 1, 1991 - June 30, 1992)			
	Non-severe Need	**Severe Need***	**Amount Child Pays****
Free	$0.9275	$1.1025	0
Reduced-Price	$0.6275	$0.8025	$0.30 (maximum)
Paid	$0.1850	$0.1850	$0.49 (average)

Source: Federal Register, Vol. 56, No. 132, 7/10/91, pp. 31370 and 31371.
** See #5 for explanation of term.*
***Child Nutrition Division, USDA FNS. (Based on survey showing average cost of $.48 in elementary and $.50 in higher grades.)*

The following table lists the actual income guidelines used by schools to determine whether children are eligible for free or reduced-price meals. They are adjusted every year in July.

THE CHILD NUTRITION PROGRAMS
Income guidelines for Child Nutrition Meals
1991-1992

Household Size	*Federal Poverty Guidelines 100% of Poverty* Year	Month	Week	*Free Meals 130% of Poverty* Year	Month	Week	*Reduced-Price Meals 185% of Poverty* Year	Month	Week
1.....	$ 6,620	$ 552	$ 128	$ 8,606	$ 718	$ 166	$12,247	$1,021	$ 236
2.....	$ 8,880	$ 740	$ 171	$11,544	$ 962	$ 222	$16,428	$1,369	$ 316
3.....	$11,140	$ 929	$ 215	$14,482	$1,207	$ 279	$20,609	$1,718	$ 397
4.....	$13,400	$1,117	$ 258	$17,420	$1,452	$ 335	$24,790	$2,066	$ 477
5.....	$15,660	$1,305	$ 302	$20,358	$1,697	$ 392	$28,971	$2,415	$ 558
6.....	$17,920	$1,494	$ 345	$23,296	$1,942	$ 448	$33,152	$2,763	$ 638
7.....	$20,180	$1,682	$ 389	$26,234	$2,187	$ 505	$37,333	$3,112	$ 718
8.....	$22,440	$1,870	$ 432	$29,172	$2,431	$ 561	$41,514	$3,460	$ 798
Ea. addit'l, +	$ 2,260	$ 189	$ 44	$ 2,938	$ 245	$ 57	$ 4,181	$ 349	$ 81

Source: Federal Register, Vol. 55, No. 86, 5/3/90, p. 18647.
This is relevant for the continental U.S. only and does not include Alaska and Hawaii.

Sample Agenda for the Community Conference or Public Meeting

1. Why we have formed a School Breakfast Committee.

2. The importance of breakfast and the necessity for the Breakfast Program in the schools. Report on School Breakfast Program Parent and Student Interest Surveys.

3. An explanation of how the Program works on the federal, state and local levels.

4. Overcoming potential problems in implementing the School Breakfast Program in our schools:

    a. Educating the community regarding the importance of the School Breakfast Program for all children;

    b. Encouraging participation by students or publicizing the program to children and families;

    c. Handling class schedule and supervision issues; and

    d. Gaining the support of the principals, school board and faculty members.

5. Which school or schools should be targeted for expansion of the Breakfast Program?

6. Group Decisions on Strategy:

    a. When will we meet with the School Board?

    b. Who will do research and write up the presentation and timetable for implementing the School Breakfast Program?

    c. Who will make the presentation and act as spokesperson at the school board meeting?

    b. Who will meet with the school principals? When?

    e. Who will organize support from other groups, such as Junior Leagues, Chamber of Commerce, League of Women Voters, PTA, religious groups, Welfare Rights Organization, etc.?

    f. What are other ideas for our campaign? (Petitions? Series of newspaper articles?)

    g. What will we do after the school board meeting? (If outcome is favorable, how will we help with implementation?)

    h. and **MOST IMPORTANT**: When (and sometimes where) will we meet again?

Note:

- Be sure to get names, addresses and telephone numbers of everyone who attends so that you can compile a complete mailing list and share it with the group.

- Be sure to invite your local and state officials, school food service director(s) and the State Education Agency Child Nutrition Program staff.

Sample By-Laws For School Breakfast Committee

1. The name of this committee shall be the _____ School Breakfast Coordinating Committee (hereinafter "the Committee").

2. The purposes of this Committee are to increase community awareness of the need for a School Breakfast Program, to organize and establish breakfast programs in our schools and to work with state and local officials so that the programs operate in accordance with federal regulations.

3. Any interested person may become a member of the Committee, either as an individual or as a representative of an organization. Each member shall have one vote.

4. At its first regular meeting, the Committee shall elect a Chairperson. The Chairperson will be responsible for 1) calling meetings; 2) chairing meetings; 3) supervising and coordinating the work of all subcommittees; 4) appointing subcommittee leaders. The Chairperson shall be an ex-officio member of any subcommittee and may participate in their meetings.

5. The Committee shall also elect a Vice-Chairperson who will 1) assume the responsibilities of the Chairperson in his/her absence; 2) assume ongoing responsibility for outreach to bring in new parents and community groups.

6. The Committee shall also elect a Secretary. The Secretary shall be responsible for: a) recording the minutes of all Committee meetings and maintaining them on file; b) notifying members when Committee meetings have been called; c) writing on behalf of the Committee to any outside groups, state agencies, the school board and the like; and d) press and media relations.

7. Necessary subcommittees may be established by the Chairperson.

8. The Committee shall meet whenever the Chairperson or **# of** members feel(s) a meeting is needed. All members shall be notified of such meetings at least five days in advance except in cases of emergency.

9. A quorum shall be ____ members of the Committee. At any meeting where a quorum is present, votes may be taken and the majority shall rule.

10. Roberts Rules of Order shall govern the conduct of the meetings.

Sample Community Flyer

A HUNGRY CHILD CANNOT LEARN.

WE NEED BREAKFAST

IN OUR SCHOOLS NOW!

Schools could be serving our children nutritious breakfasts every day.

The National School Breakfast Program provides Federal funds to serve meals to children. If our schools don't provide these meals, we are missing the opportunity to get our tax money back as an investment in our children and our community.

COME TO THE COMMUNITY MEETING TO

LEARN ABOUT THE SCHOOL FOOD PROGRAMS.

YOU CAN HELP

Date:_____

Time:_____

Place:_____

_____

For information, call:_____

Name(s):_____

Phone: _____

Sponsored by: _____

Sample School Breakfast Committee Statement to School Board

We, the members of the _____ (School Breakfast Committee), are meeting with the board today to request the implementation of school breakfast in the following schools:

(List Schools)

Federal money is available so that these schools can offer a breakfast program. Some of these schools have large numbers of low-income children. These schools are, therefore, eligible for higher than normal rates of reimbursement.

Federal start-up money may also be available through our state agencies to assist schools with such initial costs as equipment, outreach and promotion of the program. We offer our support and assistance in looking into this possible source of additional funds.

As parents and concerned members of the community, we know the benefits a School Breakfast Program offers our children. Students can pay attention longer and have a better opportunity to learn. Discipline problems and tardiness decrease. School administrators from neighboring communities which offer breakfast have told us this is true. For example ... (talk about a breakfast program in your state which has been very successful.)

Funds for our schools are available now through the State Education Agency's Child Nutrition Program Division. The Director of this Office has already been advised of our desire to have a breakfast program in our schools and is willing to help in any way he/she can [if this is the case!].

In the belief that the School Breakfast Program is important to our children's health and that our schools will benefit greatly from it, we are hereby requesting implementation of the Program in above-named schools. Our committee is ready to assist the School Board in all ways possible to formulate plans for a smooth and speedy implementation of the Program.

The first step toward that goal is an application submitted by the School Board to the State Director of School Food Service. We request assurance today that this form will be filed as soon as possible.

With hope that we will be able to work together for a successful Breakfast Program, we submit this request.

(signed) _____

Chairperson _____

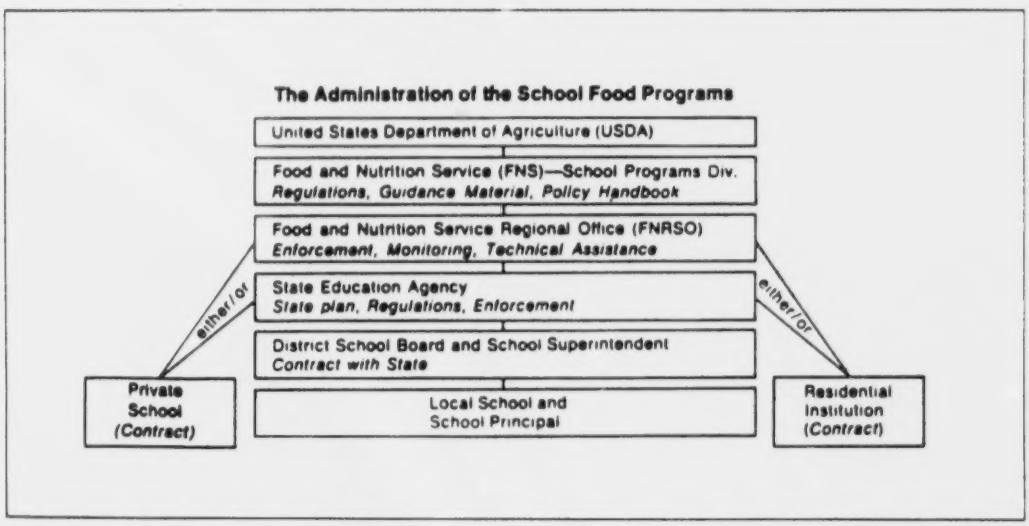
School Breakfast Committee _____

REVIEWING LEGISLATIVE INITIATIVES: FEDERAL AND STATE

In this section, you will find highlights of federal legislative changes regarding the School Breakfast Program from its inception in 1966, to the most recent changes passed into law in Public Law 101-147, the Child Nutrition and WIC Amendments of 1989. (The federal regulations are found in Title 7 of the Code of Federal Regulations, Part 210 for the Lunch Program and Part 220 for the Breakfast Program.) School Breakfast is an entitlement program, which means that funds will be appropriated (made available) to provide reimbursements to all participating schools for any child who wants to participate in the program. Although permanently authorized (approved), some aspects of its permanent legislation must be reauthorized every five years, at which time changes and improvements in the School Breakfast Program are also possible. The last time this took place was in 1989, and the next opportunity will be in 1994.

Also in this section you will find a chart that summarizes state legislation that supports and/or requires certain schools to offer school breakfast, along with names and telephone numbers of people to call for more information. The chart below describes how the School Breakfast Program is administered from the federal to the local level. A sample piece of legislation will also be found.

Finally, we have included a list of state child nutrition program contacts for your use. While school breakfast ultimately thrives where it has strong community support, legislative and institutional support can be invaluable additions to your efforts.



SELECTED FEDERAL LEGISLATION AFFECTING SCHOOL BREAKFAST[1]

1966 *Public Law 89-642, Child Nutrition Act of 1966*

Established school breakfast program as a two-year pilot program, targeted to schools in poor areas and in areas where children had to travel a great distance to school.

1975 *Public Law 94-105, National School Lunch Act and Child Nutrition Act of 1966 Amendments of 1975*

Permanently established, the school breakfast program is to "be made available in all schools where it is needed to provide adequate nutrition for children in attendance."

1980 *Public Law 96-499, Omnibus Reconciliation Act of 1980 (ORA)*

Child nutrition programs were changed to reduce funding by approximately $400 million in fiscal year 1981. Impact on breakfast programs included: (1) lowering income eligibility criteria; (2) changed inflation adjustment of all meal reimbursement rates from semiannual to annual; and (3) prohibited commodity donations[2] for the breakfast program (an approximate value of three cents per meal).

1981 *Public Law 97-35, Omnibus Budget Reconciliation Act of 1981 (OBRA)*

Beginning in fiscal year 1982, funding for child nutrition programs was reduced by approximately $1.4 billion, by: (1) lowering income eligibility criteria for reduced-price meals from 195 percent of Office of Management and Budget (OMB) poverty guidelines to 185 percent; (2) eliminating standard deductions for free and reduced-price meal eligibility and tying eligibility for free school meals to the gross income standard for food stamps (130 percent of OMB poverty level); (3) substantially lowering school breakfast cash reimbursement rates (by eight cents for paid breakfasts and 25 cents for most reduced-price breakfasts); (4) raising allowable charges to students for reduced-price breakfasts from 10 cents to 30 cents; (5) excluding private schools charging tuition in excess of $1,500 per year from participating in any child nutrition program; and (6) terminating the food service equipment assistance program.

1986 *Public Law 99-661 (H.R. 7), Continuing Appropriations for FY 1987, including the School Lunch and Child Nutrition Amendments of 1986*

To improve the quality of the School Breakfast Program meal pattern, this bill added three cents in cash and three cents in commodity assistance to the reimbursements provided for each breakfast served under the school breakfast and child care food programs, and required changes in the nutrition requirement for breakfasts to improve their quality. The final rule on the meal pattern change requires schools to offer four food items rather than three, and (2) provides the option of "offer vs. serve"[3]. This rule took effect nationwide in

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[1] *Sources (except where otherwise noted): CRS Report for Congress, CHRONOLOGY AND BRIEF DESCRIPTION OF FEDERAL FOOD ASSISTANCE LEGISLATION, 1935-1987, Jean Yavis Jones, January 15, 1988 update; and* ***Child Nutrition: Program Information, Funding, and Participation FY 1980-FY 1990, Jean Yavis Jones, September 10, 1991 update.***

[2] *References to commodities throughout this document refer to bonus commodities, which are not entitlements and may not always be available.*

[3] *This provision allows school food authorities to offer children the option of refusing up to one item in a breakfast without the refusal affecting either the meal charge or the Federal reimbursement.*

the fall of 1989.

This bill also included several other changes in child nutrition programs, including: (1) providing automatic eligibility for free meals to children in households receiving food stamps, or children in an AFDC unit where the State eligibility standard is not greater than 130 percent of the poverty line; (2) eliminating the prohibition on child nutrition program participation by private schools with annual average tuitions in excess of $1,500; (3) requiring schools to offer whole milk as a choice when offering various types of milk included in school meals; (4) specifically authorizing local school districts the option of sharing school lunch facilities, equipment and personnel with nutrition programs for the elderly; (5) prohibiting schools from contracting with a food service company for "a la carte" meal services unless the company agrees to offer free, reduced-price and full-price reimbursable meals to eligible children; (6) permitting the Secretary to conduct pilot projects in not more than three states to test the effect of USDA contracting with private nonprofit and for-profit organizations to act for the USDA in those cases where state agencies do not administer child nutrition programs; and (7) eliminating administrative payments for the costs of providing school lunches and breakfasts in Department of Defense Overseas Dependents schools and higher reimbursements available to such schools when costs are higher than reimbursements.

1988 *Public Law 100-435, the Hunger Prevention Act of 1988*

Added an additional three cents cash reimbursement per breakfast for schools, child care centers and family day care homes, effective July 1, 1989.

1989 *Public Law 101-147, the Child Nutrition and WIC Amendments of 1989*

Provided new federal funds to cover one-time breakfast program start-up costs: $3 million in fiscal year 1990, and $5 million each fiscal year thereafter through FY '94. Allowable use of funds includes promotional activities, community outreach and program development -- from producing a videotape on the impact of successful School Breakfast Programs to purchasing necessary equipment, such as a standard milk cooler. The funds are available on a competitive basis and schools that receive funds must agree to operate the program for at least three years. Priority must be given to states that[4]: (1) submit a plan to expand school breakfast programs conducted in the State, including a description of the expansion plan -- i.e., targeting, technical assistance and funding, or a description of State laws requiring program expansion; (2) do not have a breakfast program available to large numbers of low-income children in the State or serve a low percentage of free and reduced-price breakfasts under the school breakfast program, compared with the number of free and reduced-price lunches served under the National School Lunch Program in the state; or (3) have assembled significant public or private resources to expand the school breakfast program within the State in such year.

The bill also required the joint development by U.S. Departments of Agriculture and Health and Human Services of a publication titled "Dietary Guidance for Child Nutrition Programs", which should improve the nutritional quality of the School Breakfast Program; changed requirement that social security numbers for all adults in a household be provided on an application for free and reduced-price meals to that of the adult family member responsible for the care of the child; and allowed schools to certify children as eligible for

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[4] *"Legislative History, P.L. 101-144 - 101-197", U.S. Code Congressional and Administrative News, 101st Congress, pp. 684-685.*

free or reduced-price meals by obtaining pertinent information directly from local Food Stamp or AFDC offices, a process known as "direct certification."

Since the enactment of P.L. 101-147, three rounds of start-up grants have been disbursed. On October 11, 1991, USDA announced round four (for FY93), with an application deadline of March 4, 1992. For FY90, FY91, and FY92 the following states received the following amounts (not all states have applied for grants):

	STATES FUNDED	***FY90 $***	***FY91 $***	***FY92 $***
1.	**AL**			171,087
2.	**AR**		75,650	430,375
3.	**AZ**	19,140	40,900	146,980
4.	**CA**	861,988	638,693	
5.	**CT**			240,100
6.	**FL**	393,914		
7.	**GA**		355,561	
8.	**IN**	6,825	129,011	86,619
9.	**KS**	145,000	179,478	233,548
10.	**KY**	83,879	142,847	253,821
11.	**LA**			12,200
12.	**ME**	54,979	61,306	20,640
13.	**MI**	84,681	106,858	141,756
14.	**MN**	111,029	100,604	166,339
15.	**MO**	3,498	89,524	122,264
16.	**MO (RCCI-ROAP)[5]**			6,190
17.	**MS**		180,250	28,850
18.	**NC**		197,111	139,756
19.	**ND**	28,325	22,982	59,964
20.	**NE**			129,913
21.	**NJ**		1,010,672	948,478
22.	**NY**		395,045	340,260
23.	**NV**		9,164	26,149
24.	**OR**		14,517	35,131
25.	**PA**	495,811	804,675	283,945
26.	**SC**	180,210	34,352	108,523
27.	**SD**	136,115	44,393	18,582
28.	**TX**			47,852
29.	**UT**			118,490
30.	**VA**		127,887	90,185
31.	**VT**	79,619	50,041	49,438
32.	**WA**			45,357
33.	**WI**		31,958	76,110
34.	**WY**		56,515	421,098
	TOTALS:	**3,000,000**	**5,000,000**	**5,000,000**

[5]*MO (RCCI-ROAP) refers to Missouri's Residential Child Care Institutions, Regional Office Administered Programs. In Missouri (and several other states) RCCIs are administered by an alternative authority to the state education agency which administers other child nutrition programs.*

STATE LEGISLATION ON THE SCHOOL BREAKFAST PROGRAM

State	Requirement, Financial Incentive or Campaign	Details of Current State Legislation	Contact Person	Phone Numbers
AR	State Requirement	Mandate requires breakfast in schools where: 40% of students are free or reduced-price eligible in 91-92 school year; 35% in 92-93 school year; and 20% in 93-94 school year.	Deatra Evans Rita Stitt	501-371-9678 501-371-2466
AZ	Financial Incentive	State provides $100,000 for 1991-92 school year in start-up funds for at-risk schools.	Penny Braun Karen Woodhouse	602-252-9088 602-542-1849
CA	State Requirement; Financial Incentive (of sorts)	Schools required to offer either breakfast or lunch now. $500,000 start-up fund for school breakfast authorized; no money appropriated.	Zy Weinberg Laurie True Mary Lussia	916-446-7904 415-862-3520 916-327-9199
CT	State Requirement and Financial Incentive	$858,092 in state funds for "severe need" schools, $3,000 yearly plus $.10/breakfast. Breakfast required in schools with 80% or more free and reduced-price eligible students.	Laura Cohen Mary Ragno	203-522-7762 203-456-2002
FL	State Requirement and Financial Incentive	Requires breakfast program in all elementary schools by 1991-92 school year. $200,000 start-up fund for schools starting breakfast 1989-90.	Debra Susie Maria Williamson	904-222-3470 904-488-8375
IA	State Recommendation and Financial Incentive	Bureau of Food and Nutrition recommends that any school with 25% or more students receiving free or reduced-price lunch operate a breakfast program. Bureau also reimburses schools $0.045 for each breakfast served.	Lyle Wilharm	515-281-5356
LA	State Requirement	Mandate requires breakfast in all schools with 25% or more of students eligible for free or reduced-price meals.	Patricia Montalbano	504-342-3711
MA	State Requirement	Mandate requires breakfast programs in all schools with 40% or more of students eligible for free or reduced-price meals. Costs above federal reimbursement covered by state.	Esther Hanig Pat Moss	617-723-5000 413-731-9177
MD	State Requirement; Financial Incentive	Mandate requires school breakfast in all elementary schools. State provides financial support also: $0.15 for free and reduced-price breakfasts in non-severe need schools; and $0.07 for free and reduced-price breakfasts in severe need schools.	Brenda Schwab Sheila G. Terry	301-255-1417 301-333-2619
MI	Inactive State Requirement -- Campaign to Expand Breakfast Participation	Phase-in of breakfast program required in schools with 50% (1979-80) or more of students eligible for free or reduced-price meals down to 20% after 1981. 1981 cuts in federal reimbursement rates effectively invalidated the mandate.	Connie Williams Diane Bernard	517-484-1353 313-963-7788
MN	State Requirement	Requires breakfast programs in schools with 40% or more free or reduced-price eligible students or where parent survey indicates at least 15% of students would participate. City of Duluth requires breakfast in all schools.	Peg Chamberlain Cathi Krick	612-870-3660 612-296-9996

State	Requirement, Financial Incentive or Campaign	Details of Current State Legislation	Contact Person	Phone Numbers
NJ	Campaign to Expand Breakfast and Financial Incentive	State provided $250,000 for School Breakfast start-up for the 1990-91 school year. Recipient schools (68) agreed to operate program for at least 3 years. This served as a model for federal legislation providing start-up funds to states.	Donna Cohen Ross Brenda Cusack	201-643-3663 609-984-0692
NY	Limited Requirement, Campaign, Financial Incentive	Requires breakfast programs in all districts with populations of 125,000 or more; state also provides $0.11 for free, $0.17 for reduced-price and $0.0025 for paid breakfasts.	Agnes Molnar Naomi Jaffe Mark Dunlea Fran Shearing	212-349-8155 518-436-8757 518-434-7371 518-474-1765
OH	State Requirement	Requires breakfast program in any school with one-third of students eligible for free lunches or where the majority of students are eligible for free or reduced-price meals.	Lisa Podelski Lorita Myles	614-464-1956 614-488-2945
OR	State Requirement	Requires breakfast in all schools with 25% or more of students eating lunch are eligible for free or reduced-price; or Chapter 1 schools.	R. Bristol Little Rene Jones	503-282-0555 503-378-4926
PA	State Financial Incentive, Campaign	State provides $0.10 per meal reimbursement to schools for each breakfast served.	K.C. Straub M. Yoffee-Beard	717-787-3186 717-233-6705
SC	Resolution Encouraging School Breakfast	May 1990 resolution passed encouraging the adoption of school breakfast especially in elementary and middle schools.	Phyllis Allen Vivian Pilant	803-737-3905 803-734-8190
TN	State Requirement	Requires all elementary schools with 25% or more and all high schools with 40% or more of students eligible for free or reduced-price meals to offer breakfast programs.	Karen Bernstine Louise Harrison	615-298-3888 615-741-2927
TX	State Requirement	Requires all schools with 10% or more of students eligible for free or reduced-price meals to offer breakfast.	John Perkins	512-463-8979
WA	State Requirement and Campaign	Requires all schools with 40% or more free or reduced-price eligible students to offer breakfast on a phase-in basis: districts with 40% or more free and reduced-price eligible students by 1990; districts with 25% or more by 1991; all remaining districts by 1992.	Linda Stone or Christy Porter Mary Leach	509-484-6733 206-627-5750 206-753-3580
WV	State Requirement	Requires all schools to offer school breakfast.	Shirley Yocum	304-348-2708
Other	States Proposing Legislation and/or Financial Assistance	Since 1990, mandates and/or financial assistance proposed in **CA, KS, MS, NY, PA, SC** and **WI**; all failed or were vetoed. In **Maine**, a breakfast mandate for kindergartens was repealed.	Michele Tingling-Clemmons	202-986-2200

Requirement = State has passed legislation to mandate schools to offer a School Breakfast Program in certain instances.
Financial Incentive = State has legislation providing additional reimbursement funds to schools that offer a school breakfast program.
Campaign = Efforts by advocates at the state level to pass legislation to expand participation.
Note: For further information or model legislation, call Michele Tingling-Clemmons at FRAC, (202) 986-2200.

STATE DEPARTMENT OF EDUCATION SCHOOL BREAKFAST CONTACTS

**In some states, child nutrition programs in public and private schools are administered by different agencies.*

ALABAMA
Janice S. Wood
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Gordon Person Building
50 N. Ripley Street
Montgomery, AL 36109
(205) 242-8225

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Nashville, TN 37243-0389
(615) 741-2927
FAX (625) 741-6236
Toll Free: 1-800-354-FOOD

TEXAS
John Perkins or Sandra Sadler
(Public Schools)*
School Lunch Division
TX Education Agency
1701 N. Congress Ave.
Austin, TX 78761-1494
(512) 463-8979
FAX (512) 475-3575

Robert J. Ambrosino (Private Schools)*
Client Self-Support Services
Mail Code E-307
Texas Dept. of Human Svcs.
P.O. Box 149030
Austin, TX 78714-9030
(512) 450-3370

UTAH
Gladys Gardner
Child Nutrition Programs
UT State Office of Education
250 E. 5th South
Salt Lake City, UT 84111
(801) 538-7521
FAX (802) 828-3140

VERMONT
Jo Busha
Child Nutrition Programs
Dept. of Education
120 State Street
Montpelier, VT 05602
(802) 828-2447
FAX (802) 828-3140

VIRGIN ISLANDS
Gail S. Rivera
Child Nutrition Programs
44-46 Kongens Gade
St. Thomas, VI 00802
(809) 774-9373

VIRGINIA
Jane Logan (Public Schools)*
State Dept. of Education
P.O. Box 6Q
Richmond, VA 23216
(804) 371-2339
FAX (804) 371-8593

Robert J. Freiler (Private Schools)*
Regional Director
MARO, USDA, FNS, SNP
Mercer Corporate Park
Corporate Boulevard, CN-02150
Trenton, NJ 08650
(609) 259-5050

WASHINGTON
Mary Leach
Off. of School Food Services
Dept. of Public Instruction
Old Capitol Bldg., FG-11
Olympia, WA 98504
(206) 753-3580
FAX (206) 586-3946

WEST VIRGINIA
Shirley Yocum
Child Nutrition Programs
State Dept. of Education
1900 E. Washington Street
Bldg. 6, Rm. 248
Charleston, WV 25305
(304) 348-2708
FAX (304) 348-0048

WISCONSIN

Barbara Pratt
School Food Service Program
P.O. Box 7841
Madison, WI 53707-7841
(608) 267-9125 or 267-0363

WYOMING

Donna Donovan
School Food Services
State Dept. of Education
Hathaway Building, 2nd flr
2300 Capitol Avenue
Cheyenne, WY 82002-0050
(307) 777-6283
FAX (307) 777-6234

Sample State Legislation (Arkansas)

"An Act to Provide a Three-Year Implementation of a School Breakfast Program in Certain Public Schools of This State; and for Other Purposes"

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF ARKANSAS:

SECTION 1. (a)(1) Beginning with the 1991-92 school year, any schools located in a school district in which forty percent (40%) or more of the students enrolled *in the school* on October 1 of the preceding school year were eligible for free or reduced price meals, shall establish a school breakfast program.

(2) Beginning with the 1992-93 school year, *any* schools located in a school district in which thirty-five percent (35%) or more of the students enrolled *in the school* on October 1 of the preceding school year were eligible for free or reduced price meals, shall establish a school breakfast program.

(3) Beginning with the 1993-94 school year, *any* schools located in a school district in which twenty percent (20%) or more of the students enrolled *in the school* on October 1 of the preceding school year were eligible for free or reduced price meals, shall establish a school breakfast program.

(b) Nothing in this act shall be interpreted to prevent a school district not covered herein from implementing a school breakfast program during an earlier year than required under this act.

(c) The State Department of Education may promulgate rules and regulations necessary for implementation of this act in compliance with federal guidelines.

(d)*(1)* The State Board of Education may grant a one-year waiver to the requirements of this act to a school covered by this act which lacks facilities or equipment to offer a School Breakfast Program and in which the acquisition of such by the district would work an extreme hardship during the required year. However, such waiver shall expire and may not be renewed at the beginning of the following school year.

(2) In any high school under the requirements of this act, if fifty percent (50%) or more of the eligible students refuse to participate in the school breakfast program during any year of the program as demonstrated by sufficient proof to the State Department of Education, the State Board of Education may grant a waiver from the requirements of this act to the high school.

(e) The State Department of Education is hereby authorized to withhold minimum foundation program aid from any school district which fails to comply with the provisions of this act.

SECTION 2. All provisions of this act of a general and permanent nature are amendatory to the Arkansas Code of 1987 Annotated and the Arkansas Code Revision Commission shall incorporate the same in the Code.

SECTION 3. In any provision of this act or the application thereof to any person or circumstances is held invalid, such invalidity shall not affect other provisions or applications of the act which can be given effect without the invalid provision or application, and to this end the provisions of this act are declared to be severable.

SECTION 4. All laws and parts of laws in conflict with this act are hereby repealed.

Signed into law March 27, 1991 by Governor Bill Clinton. [Ed.]

BEST COPY AVAILABLE

EDUCATING YOURSELF ABOUT YOUR COMMUNITY

This section of the kit includes specific tools to assist you in your efforts to collect a body of information about your community and factors supporting the implementation and/or expansion of school breakfast. To build a strong campaign in support of a School Breakfast Program, knowledge of your community, its needs and preferences, are critical. The information can be summarized and packaged to strengthen your discussions with officials as well as to interest others in the importance of your goal. In the following pages you will find letters to parents, sample survey forms for parents and students, and a data sheet on schools and the community, all for your use and/or modification in your efforts to implement the School Breakfast Program in your community. Use them freely. Share your successes and lessons learned with us so that we might share them with others.

It will also be important to know who can assist your efforts. We have included a list of state education agency contacts who work on the administration of the child nutrition programs in your state. When trying to figure out what problems and solutions might arise at the community level, having good relations with the school food service director can prove invaluable. That is the person who is already responsible for: projecting school meal budgets, participation levels, menus, meal costs, and all related operational details for the school lunch program. Their national association, the American School Food Service Association, has endorsed FRAC's National School Breakfast Expansion Campaign, and the members understand the importance of feeding hungry children. Many state and local food service directors will welcome your interest and support.

Sample Parent Survey Letter

_____ School

(Date)

Dear Parent:

Breakfast is an important beginning to each day. For many children, breakfast comes after 12 hours without food. Children beginning school each day without a good breakfast may have difficulty in concentrating on their school work and may have trouble learning. Demanding household schedules sometimes make it very difficult for many children to have a good breakfast before arriving at school.

A number of public and non-profit private schools in our State run School Breakfast Programs. It is similar to the School Lunch Program in that part of the costs of providing a nutritionally balanced meal is reimbursed by the Federal (and sometimes State) government. Each breakfast meal served in the School Breakfast Program must contain at least 1/2 pint of milk, 1/2 cup of fruit or full strength fruit or vegetable juice, and two servings of whole grain or enriched bread or cereal (or muffins, pancakes, etc. - known as bread-alternates), **or** two servings of meat or other protein (eggs, fish, cheese or peanut butter -known as meal-alternates), **or** one bread AND one meat. Participation by a child in the School Breakfast Program is not mandatory. It would be available to all children in the school. The full price charged for a breakfast meal may approximate 20 to 40 (or other figures as appropriate) cents. A child eligible for free or reduced-price meals in the School Lunch Program would be eligible for free or reduced-price breakfast meals at school.

We are currently considering the need for, and possibility of, starting a School Breakfast Program in our school. We have surveyed our students (see attached form) anonymously. We wish to have some information concerning the provision of breakfast for your child before school and your thoughts as a parent about a school breakfast program. Your response will also be compiled with those of other parents anonymously.

Please complete the attached Parent Survey form and return it to (place/person) by (date). Thank you for your cooperation.

Sincerely,

(Name, Title)

Attachment (1)

Source: New York State Department of Education

Sample Student Breakfast Interest Survey - I

Grade _____

Age _____

We would like to find out whether you usually eat breakfast and if you would like to have a breakfast program in your school every day. There no right or wrong answers. Please help us by answering these questions. Thank you.

1. Do you usually eat breakfast before coming to school? yes ___ no ___

2. If you usually eat breakfast:

   What time do you usually eat? _____a.m.

   What do you eat for breakfast? _____

   Do you fix your own breakfast? yes ___ no ___

3. What time do you get to school? _____a.m.

4. Do you come to school by bus? yes ___ no ___

5. Do you buy food from the student store or vending machines before school? yes ___ no ___

6. Do you ever stop to buy food before school? yes ___ no ___

   If you do, what kinds of food do you buy? _____

7. Do you usually eat lunch? yes ___ no ___

   bring my own ___ go out to eat ___ eat school lunch ___

8. Do you usually eat dinner? yes ___ no ___

9. If a breakfast program were offered in school, it would provide milk, juice or fruit, cereal or bread (possibly muffins, tortillas, rice, toast, or pancakes), meat or other protein (such as eggs, cheese or peanut butter.) The breakfast would be free to the students who receive free lunches. It would cost 30 cents for students who receive reduced-price lunches. All other students would pay __ cents.

   If breakfast is available at school, about how many times a week would you eat? Check the number of times you think you might eat breakfast at school:

   many times _____ **once in a while** _____ **never** _____

Sample School Breakfast Program Parent Survey

Dear Parent,

The school breakfast program has been in operation in many (name of state or district) schools over the past several years.

We are conducting a survey of parents to determine whether there is a need or interest for a school breakfast program in _____ School and how frequently your child(ren) would participate.

At a minimum, a school breakfast consists of milk, fruit or fruit juice, either cereal or bread products (toast, roll, muffin, or pancakes, etc.) and/or meat or protein products (eggs, cheese, peanut butter, or fish).

The results of this survey will be used to determine the need for and feasibility of starting a breakfast program in your school. The breakfast program would be managed in the same manner as school lunch and will be open to all children. The cost of the program, as with lunch, will depend on family income -- breakfasts will be free, reduced-price or full price.

Please respond to the questions below and return to us by _____. Thank you for your cooperation.

---

1. How many of your children attend this school? ___

2. What grades are they in? _____

3. How often does(do) your child(ren) eat breakfast at home?
   ___ a. some of the time ___ b. all of the time ___ c. none of the time

4. Does(do) your child(ren) participate in early morning activities that cause them to leave home before breakfast?
   ___ a. some of the time ___ b. all of the time ___ c. none of the time

5. If breakfast were offered at school would your child(ren) eat it?
   ___ a. some of the time ___ b. all of the time ___ c. none of the time

6. Which of the following foods does your child like to eat for breakfast? (Check all that apply)

___ milk	___ cereal (dry or with milk)	
___ fresh/canned fruit	___ bacon or sausage	___ pancakes or waffles
___ fresh vegetables	___ bread, toast, roll	___ oatmeal
___ cold meats	___ potatoes	___ grits
___ pizza	___ donuts or pastries	___ cheese
___ rice	___ bagel	___ eggs (kinds)
___ other foods (list)	___ juices (kinds)	_____
_____	_____	___ tortillas (corn or flour)

Sample Student Breakfast Interest Survey - II[1]

food in the morning

1. Did you have some food this morning? Yes ___ No ___

2. Do you usually eat food in the morning? Yes ___ No ___

3. If you do not eat a morning meal regularly, why not?

___ not hungry
___ don't like breakfast foods
___ not enough time
___ other

4. On days that you skip breakfast, how do you feel at mid-morning?

___ fine
___ angry/cranky
___ hungry/starving
___ sick to my stomach
___ headache
___ sad/bad
___ tired/bored
___ other

5. Which of the following did you include for breakfast this morning?

___ fruit or juice
___ cereal with milk or cream
___ bread, toast, rolls
___ butter or spreads
___ tortilla
___ milk or cocoa
___ cigarette
___ meat
___ pancakes or waffles
___ coffee/tea
___ pop/soda/carbonated beverages
___ rice
___ leftovers
___ sandwiches
___ eggs (kind)
_____
___ bagel
___ fish
___ egg roll
___ pizza
___ grits
___ quesadillas
___ nothing
___ other foods
_____

COMPLETE THE FOLLOWING SENTENCES:

1. The thing that bothers me about eating food in the morning is _____
2. Eating breakfast would be more fun if _____
3. I feel best when I eat _____
4. The time of day I snack most is _____
5. I might be able to eat breakfast more often if _____
6. If I were stranded on a desert island, what five foods would I want to have with me? _____

_____

---

[1] *This survey form is reprinted courtesy of the Kansas Department of Education (with some modifications by author), and is included to provide an alternative format.*

Sample Data Sheet

Data Sheet on Schools, School Districts

School Facts					*School Lunches*		*Breakfast*	
A	B	C	D	E	F	G	H	I
Names of Schools	School Prin. Tel.#	Enrollment	Title I Yes/No	Cafeteria Yes/No	# Of Lunches	# of Free/ Reduced Price	# of Free/ Reduced Price	School Contact Person
Elementary								
Inter-								
mediate								
High								
Total #		Total #	Total #	Total #				

School District Information

Name of School District Superintendent/phone # _____

Name of School District Business Manager/phone # _____

Name of Deputy School District Superintendent/phone # _____

Name of District Food Service Manager/phone # _____

School Board Chairperson: _____ When Term Expires _____

Members: _____ Expiration _____ Members: _____ Expiration _____

_____ _____ _____ _____

_____ _____ _____ _____

Elected or Appointed _____

Date, time, place of board meetings _____ _____ _____

How to get on the agenda: _____

Community Information

*Total Population _____

*# of people or % of people below poverty level _____ # or % below 125% of poverty level _____

*You can get this information from the Statistical Abstract of the United States at your local public library.

Sample Student Survey of Foods for Breakfast

Student Likes and Dislikes

Grade_____
Age_____

For all foods listed below place a check (✓) in any column to indicate how you feel about that food. You may check more than one column for each food.

FOODS	Like to eat	Don't like to eat	Never tried to eat	Would try to eat	Would never try to eat	Never heard of
Whole wheat toast						
Raisin bread						
Tortilla						
Dry cereal						
Oatmeal						
Grits						
Rice						
Cream of wheat						
Cornbread						
Muffin						
Biscuit						
Hash Browns						
Scrambled eggs						
Hard-boiled eggs						
Cheese toast						
Cheese (pieces)						
Quesadillas						
Peanut btr. sandw.						
Bacon/Sausage/ham						
Pizza						
Egg Roll						
Pancakes						
French toast						
Cottage cheese						
Carrots & celery						
Applesauce						
Orange juice						
Grape juice						
Tomato juice						
Grapefruit juice						
Apple juice						
Pineapple juice						
Orange halves						
Banana						
Strawberries						
Mango						
Cantaloupe						
Peach slices						
Pear						
White milk						

1. Name other foods you like to eat for breakfast_____

2. Name five of your most favorite foods you like to eat at breakfast time_____

_____

drawing by:
Nicole Huggins, Age 7
I ate Breakfast
I dirt
Table Scraps/CPF

A HUNGRY CHILD CANNOT LEARN

THE RELATIONSHIP BETWEEN NUTRITION AND LEARNING

Hunger[1] and undernutrition[2] are growing problems among children in the U.S. because these conditions are directly related to poverty -- and the number of poor children is again on the rise. More than 33.5 million people in the U.S. lived below the poverty line in 1990, according to the Census Bureau. More than 20 percent of all U.S. children are poor. Government surveys show that as income decreases, so does the nutritional adequacy of diets. The poverty level itself is based in part on what it costs to purchase a minimally adequate diet. That means that families living at or below the poverty level are going to have a hard time buying even a minimally adequate diet.

While the impact of mild undernutrition cannot be easily measured, it can have serious effects:

- ***Undernutrition increases the risk of illness and its severity.***
- ***Undernutrition has a negative effect on children's ability to learn.*** It is difficult to isolate and measure the effects of chronic undernutrition because many other aspects of poverty may negatively affect a child's development. However, the consensus of research in this area is that undernutrition does have an independent effect on learning and behavior.
- ***The learning-related effects of undernutrition begin before any visible signs of growth retardation occur.*** Undernourished children are less physically active, less attentive, independent, or curious. They are more anxious, less responsive socially and cannot concentrate as well. As a result, their reading ability, verbal skills and motor skills suffer. These effects do not have to be permanent if better nutrition is provided and the environment is improved.
- ***Iron deficiency anemia is a specific kind of under nutrition, and one of the most prevalent nutritional problems among U.S. children.*** Even mild cases lead to shortened attention span, irritability, fatigue and decreased ability to concentrate. Anemic children do poorly on vocabulary, reading, mathematical, problem-solving and psychological tests.

While most people would agree that hunger hurts children, hungry children often seem invisible, and resolving the problem of childhood hunger does not always assume a high priority. The results of a recent study indicates that millions of kids are hungry in America. Hunger hampers children's ability to learn:

- ***Hunger leads to nervousness, irritability, disinterest in the learning situation and the inability to concentrate.*** The hungry child is passive, apathetic, timid and

---

[1] *Hunger is defined in* ***The Relationship Between Nutrition and Learning****, (NEA/FRAC, 1989) as a physiological and psychological state resulting when immediate food needs are not met.*

[2] *Undernutrition is the physiological state resulting from a prolonged lack of food with specific symptoms that can be detected in height and weight, physical examinations and biochemical (blood) tests. It can be a problem of either quantity or nutritional quality.*

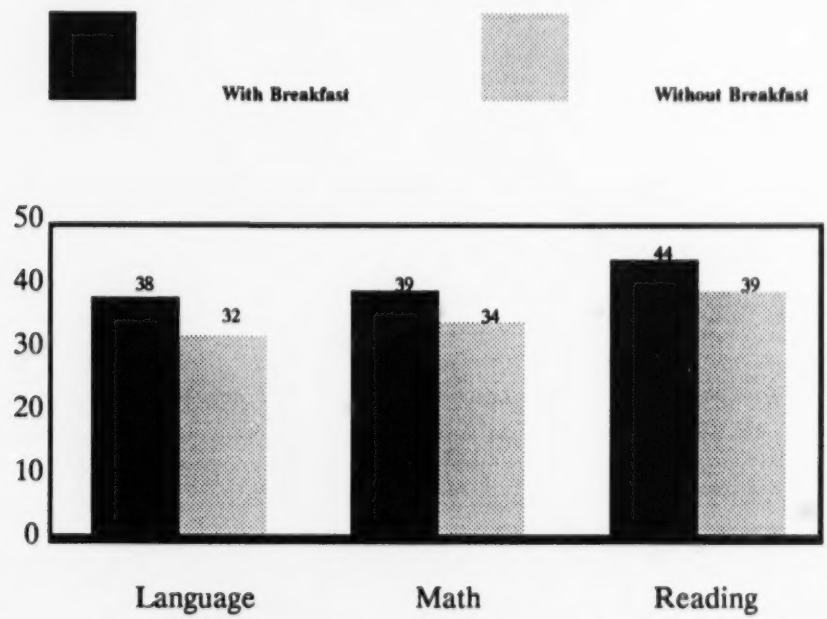
demands little from his environment.

- ***Hunger probably has no permanent effects on the brain but it does disrupt the learning process*** -- one developmental step is lost and it is difficult to move on to the next one.

School Breakfast and School Performance

A 1987 study (*School Breakfast and School Performance*, Meyers, Sampson, Weitzman, Rogers, Kayne, *American Journal of Diseases of Children*, October, 1989) conducted in Lawrence, Massachusetts, showed that School Breakfast Program participation by low-income students is associated with significant improvement in standardized achievement test scores and tardiness rates, and a trend toward improvement in absenteeism. Previous studies had demonstrated a relationship between nutrition and learning, and federal surveys had shown that low-income students in breakfast programs tended to have better dietary intakes. The Lawrence study, however, was the first to connect the two findings.

Lawrence Massachusetts Breakfast Study
Test-Score Increases on a 600-Point Scale



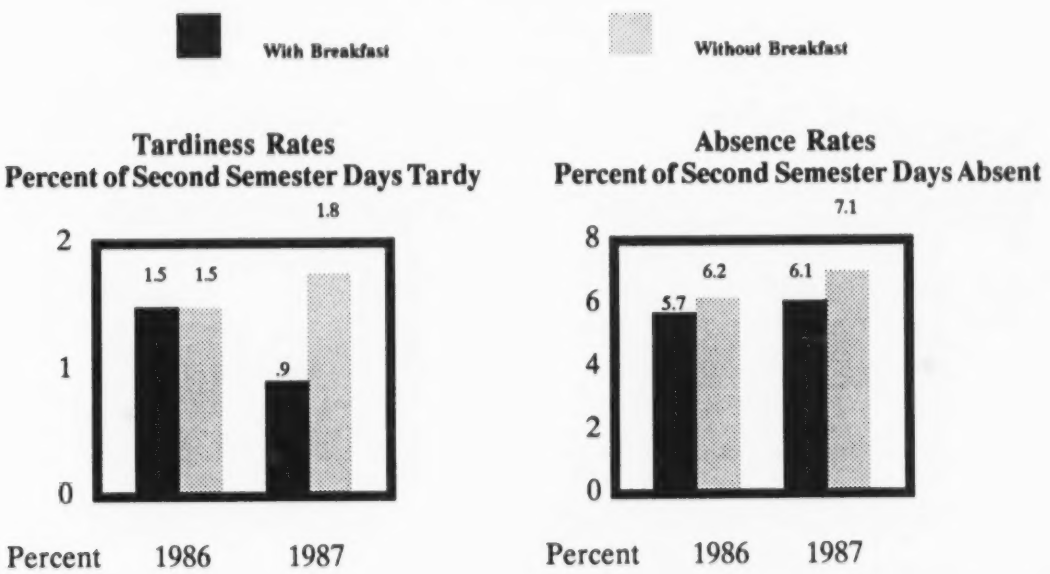
In this study, the achievement test scores of children in one year when their school had no breakfast program were compared with the scores of the same children in the following year when they participated in a newly initiated breakfast program. (Researchers took advantage of the opportunity presented by a 1986 Massachusetts law requiring that School Breakfast Programs be offered in any school with need -- where 40 percent or more of students eating lunch were eligible for free or reduced-price meals.)

The study compared low-income students participating in the School Breakfast Program with students not participating. Achievement test scores improved for both groups, as would be expected from one year to the next, however the increase was greater for

students participating in the School Breakfast Program. On a scale of 200 to 800, children who had received breakfast improved their scores an average of 48.4 points over the previous year, while those who did not receive school breakfast improved only 40.9 points.

The study also reported that participation in the School Breakfast Program was associated with decreased rates of tardiness. Absence rates increased for both groups, but the increase was less for School Breakfast participants.

Lawrence, Massachusetts School Breakfast Study



"In this study of the effects of a newly-implemented School Breakfast Program we have found a small but statistically significant positive association between participation in the breakfast program and improvement in standardized achievement test scores and in tardiness," the study reports. "These data do suggest that participation in the School Breakfast Program by low-income children has real benefits for their academic function, tardiness rates, and perhaps absenteeism," the report noted.

CCHIP -- The Community Childhood Hunger Identification Project

In March, 1991, the Food Research and Action Center released the results of a groundbreaking study to measure hunger[3] among children in the United States, the **Community Childhood Hunger Identification Project** or **CCHIP.** Based on CCHIP findings,

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[3] *CCHIP defines hunger as the mental and physical condition that comes from not eating enough food due to insufficient economic, family or community resources.*

FRAC estimates that 5.5 million U.S. children under the age of 12 -- **one in eight** -- are hungry. The same study showed:

- ***Fewer than half of the low-income households in the study with school-aged children were receiving school breakfast.*** The primary reason given for children not eating school breakfast was that their school did not offer the program.
- ***Children had fewer school absences if they got breakfast at school*** compared with those children who did not get breakfast at school. School attendance was improved where school breakfast was provided.
- ***Children in the surveys who were eating both school breakfast and lunch were significantly less likely to suffer from*** problems usually associated with low energy reserves (such as fatigue, irritability and inability to concentrate) in the six months prior to the survey than those who were getting school lunch only.

The purpose of the School Breakfast Program is to provide states with funds for the operation of nonprofit school breakfast programs, "in recognition of the demonstrated relationship between food and good nutrition and the capacity of children to develop and learn...." The mechanisms are in place, and the evidence is clear that School Breakfast is both a nutrition program ***and*** an important educational program. For advocates and educators, concerned about childhood hunger and our children's ability to learn, the question cannot be whether or not to implement a School Breakfast Program, but ***how*** to make it happen.

CHILD
NUTRITION

A Partner in Education

KIDS HAVE RIGHTS, TOO!

The goal of the School Breakfast Program is to provide children with the opportunity to eat a nutritious morning meal and ensure their readiness to learn. Study after study demonstrates the link between nutrition and learning. Furthermore school breakfast has been identified as a key factor in: improving children's health; increasing educational achievements; decreasing classroom disruptions and discipline problems; and a tendency toward lower rates of tardiness and absenteeism.

Nevertheless, many children who could benefit from breakfast at school are not able to participate in the program; fewer than one-half of the schools that offer lunch offer breakfast. While 24 million children (one-half of whom are low-income) receive school lunches, only four million (90 percent of whom are low-income) receive school breakfast. Based on findings from CCHIP (the Community Childhood Hunger Identification Project -- a study to document childhood hunger) FRAC estimates that one in eight U.S. children under age 12 are hungry. The primary reason given for school-age children in the study not eating school breakfast was that they **could not** because their **schools did not offer the program.**

In addition to problems of limited access, communities and schools must be ever vigilant to other barriers to participation in school breakfast. According to a recent study conducted in Massachusetts, *We Are Your Neighbors' Children*, by Bridgewater State College, school procedures that overtly identify low-income children in the school-breakfast program were found to create stigma and are major impediments to participation. Some of the overt identification practices cited in the study included: giving children who receive free or reduced-price breakfasts different colored tickets than other children; punching holes in their tickets; or requiring them to yell "free" at the cash register. Some schools were found to have separate lines, entrances, or eating areas for children eating free or reduced-price meals. As a result, the study found that some children refused to bring home applications for free meals, and some parents were not returning the forms. In the words of one parent, "I can't have everybody in town know that I can't even provide breakfast for my children."

These findings are disturbing for several reasons: (1) these are not isolated instances, and FRAC has heard reports of such abuses from other states; (2) such practices are unnecessary and have been avoided in most school meal programs; and (3) procedures that overtly identify children who receive free and reduced-price meals are strictly prohibited by federal antidiscrimination laws and regulations. There are legislative protections designed to protect children from having to choose between going hungry or salvaging their pride.

School Food Service departments are required to maintain a daily meal count for any federally reimbursable meal they serve; and **there is no tolerance for error!** This includes: exactly how many children were served a reimbursable meal, and whether each child was eligible for free or reduced-price meals or paid "full price". This count **must** be taken in a way that does not overtly identify that child as low-income. There are many techniques by which a child's rights to privacy are protected. Here are just a few:

- All meals are either pre-paid or charged so no money changes hands.
- All students must have tickets which can only be purchased from Food Service Director.
- Some schools have implemented new individually coded cards (like bank cards).
- The names of children riding busses are coded on the list. When they are checked off daily, the rosters are submitted to the food service director who then categorizes his/her meal counts from the codes.

School breakfast can and must be provided in a way that does not sacrifice our children's pride, dignity or their rights.

*Children's and Parents' Rights In The School Breakfast Program**

**Citations, unless otherwise noted, are from Title 7 of the Code of Federal Regulations, Part 245.*

- Any child who is eligible for a free or reduced-price lunch is eligible for free or reduced-price breakfast without filling out a new application form. *245.3(c)*
- If one child in the family is eligible for free or reduced-price meals, based on family size and income criteria, then the other children in the family are also eligible. *245.3(b)(2)*
- All schools which have the School Breakfast Program must offer free and reduced-price meals to all children from families which made application and whose incomes meet the eligibility guidelines. *245.3(c)*
- At the beginning of the school year, schools must send notices to all parents about the breakfast program along with application forms for free and reduced-price meals. *245.5(a)(1)*
- Parents must be told about their appeal rights and the application and eligibility determination rules of the program and must be given a copy of eligibility guidelines for free and reduced-price meals. *245.5(a)(1)*
- The application form must be simple and must ask questions about income, social security numbers, and family composition. The parent does not have to answer any other questions about his or her personal life in order to qualify. The application must be signed by an adult member of the family. *245.6(a)*
- A child who is a member of a food stamp or AFDC household is automatically eligible for free meals. The application needs only the case number, parental signature and child's name. *245.6(a)*
- After an application for free or reduced-price meals is returned to the school, it should be processed within 10 working days. *245.6(b)*
- Parents may appeal any decision school officials make about whether their child can receive free or reduced-price meals. They have a right to a fair hearing before an impartial person. *245.7(a)*
- If the information on the application shows that the child should get free or reduced-price meals but school officials believe the information is not true, the officials may challenge the application. However, if the parent appeals a change, the school must serve the child free or reduced-price meals at least until the appeal process is over. *245.7(b)*
- If income changes during the year, or if the family suffers a hardship, the parent has the right to make a new application for free or reduced-price meals. *245.5(a)(1)(vi), 245.6(a)(2)*
- A child cannot be made to work to get free or reduced-price meals. *245.8(c)*
- A child cannot be made to stand in a different line or receive a different token or ticket to eat free or reduced-price meals. *245.8(b)*
- A child cannot be denied a meal, directly or indirectly, as punishment. *FNS Instruction 791-1*
- All children eligible for free or reduced-price meals must be offered the same meals as children who pay the full price for them. *245.8(e)*

FACTS ABOUT SCHOOL BREAKFAST

FACT 1: ***The School Breakfast Program is an entitlement program available to ALL children.***

All public or non-profit private schools or residential child care institutions may operate the School Breakfast Program. Any student may obtain a nutritious school breakfast if his or her school chooses to offer the program. As an entitlement program, federal funding is guaranteed for all participating students in the form of reimbursements to the schools. Reimbursements are calculated from meal counts based on the family incomes of participating students in the same way as in the National School Lunch Program.

The School Breakfast Program is targeted to "poor areas and areas where children have to travel a great distance to school..." In fact, 90 percent of the participants receive free or reduced-price breakfast because of their family income. This frequently results in a mistaken perception that other students **cannot** participate in the program. The truth is that the School Breakfast Program helps children from all income levels.

In poor families, there may not be enough money to buy nutritionally adequate breakfast foods. In families in which both parents work, there may not be anyone to fix breakfast for the children. In almost all families, the morning rush to school and work leaves little time in which to eat a good meal. For many children, eating breakfast is not a regular occurrence. Research has shown that skipping breakfast in the morning negatively affects performance on school-type tasks (*Brief Fasting, Stress, and Cognition in Children,* Pollitt, 1981, *American Journal of Clinical Nutrition 34*). Growing children should be able to rely on breakfast at school when circumstances make a regular nutritious morning meal at home difficult.

FACT 2: ***Nutrition is integrally related to learning and the School Breakfast Program has been found to be an important educational program.***

Any child who starts his or her school day hungry is not getting an equal opportunity at education. A study in Lawrence, Massachusetts, found that low-income students choosing to eat school breakfast achieved statistically significant increases in their standardized achievement test scores, improved tardiness rates, and demonstrated a tendency toward lower rates of absenteeism. *The Relationship Between Nutrition and Learning: A School Employee's Guide to Information and Action* (1989), written by FRAC for the National Education Association, reports that: skipping breakfast impairs a child's school performance in the morning; mild undernutrition can lead to increased risk of infections, causing more frequent and more severe illnesses; and school food programs *do* help children learn. According to the report: "An essential step toward attaining equal educational opportunity is ensuring that every child -- rich or poor or in-between -- goes through each school day on

an equal nutritional footing with his or her classmates."

FACT 3: ***The School Breakfast Program can provide nutritious meals and operate successfully in schools with or without kitchen facilities.***

The United States Department of Agriculture has established the following meal pattern to ensure that school breakfasts provide students with a nutritious morning meal: one serving of milk; **AND** one serving of fruit or fruit or vegetable juice; **AND** two servings of bread or bread-alternate (bread, cereal, muffin, tortilla; **OR** two servings of meat or protein (egg, poultry, fish, cheese, peanut butter); **OR** one bread and one meat.

Breakfast meal service is flexible -- nutritious meals may be planned whether hot or cold. Menu ideas for schools **WITH** kitchens include: orange slices/pizza/milk; pineapple ring/sopapillas with honey/sausage/milk; tomato juice/grits-cheese casserole/whole wheat toast/milk; or grape juice/quesadillas (grilled corn tortillas with cheese filling)/hot cocoa. Sample menus for schools **WITHOUT** kitchens include: applesauce/brown bread with cheese/milk; orange sections/peanut butter and raisin bread sandwich/milk; fresh peach/double serving of corn flakes/milk; or bran muffin/cottage cheese and fruit cocktail/milk.

FACT 4: ***The School Breakfast Program receives federal reimbursements that adequately cover its operating costs.***

Costs of labor, food, supplies, contracted services, administration, and often supervision are all considered direct or indirect costs of the program, and are therefore covered by federal reimbursements. Because schools generally purchase their supplies wholesale, their costs are covered by reimbursements and whatever fees schools may collect from paying students. Legislation in recent years has provided additional financial support to the School Breakfast Program above annual adjustments, in an effort to make up for the gap between reimbursement rate cuts in the early 80s and rising food costs. School food services are not in business to make a profit but to feed hungry kids. Despite this fact, current regulations allow School Breakfast Programs that make a profit to use these funds to offset losses in the lunch program. The bottom line is that the School Breakfast Program feeds children well **AND** the program pays for itself.

FACT 5: ***The School Breakfast Program can be initiated at little cost or disruption to existing school schedules and food service operations.***

Federal funds are available to schools, through competitive grants to state departments of education, to assist with such costs of starting-up a School Breakfast Program as equipment, outreach and promotion. Some states provide financial assistance to schools as well.

School Breakfast is a simple meal that only takes about fifteen minutes to serve and eat, and can generally be worked into existing schedules or implemented with a minimum of change, such as: moving bus schedules back as little as ten minutes; delaying the start and moving up the end of school by that same ten minutes; serving breakfast in homeroom; providing "brown bag breakfasts"; and one innovative experiment with a "morning breakfast period" in Philadelphia.

Some school food service departments merely adjust existing staff hours, some extend hours for certain staff, others employ school aides to prepare breakfast. Satellite systems prepare food in a centrally located kitchen, and meals are distributed to surrounding schools in warming trays. Meals may be served in a gym; classrooms; an all-purpose room if no cafeteria is available; and one innovative food service director even serves breakfast from mobile carts located in strategic school hallways!

Supervision is often provided by principals, assistant principals, and/or food service personnel, all of whom are already at school. School aides, parents, volunteers and teachers may also act as supervisors during the breakfast period.

FACT 6: ***The School Breakfast Program can help to decrease classroom disruptions and discipline problems.***

When children feel hungry, physical symptoms that can lead to disruptive behavior often accompany their feelings of hunger. Low blood sugar levels, associated with not eating breakfast, often result in headaches, dizziness, and fatigue. Stomach cramps, nausea, and vomiting are also reported by school nurses as hunger-related problems in the morning. These problems often disappear when the School Breakfast Program is implemented. FRAC's CCHIP project found that hungry children suffered from two to three times the specific health problems and were more likely to be absent from school during the previous six months than did children from non-hungry families.

By alleviating the physical symptoms of hunger and increasing students' classroom attendance, the School Breakfast Program has contributed to improvements in overall behavior among participating children. Children whose attention spans are shortened or diverted by hunger may not only be apathetic to the learning process going on around them, they can often disrupt the learning process for others as well. There are numerous anecdotal reports from school officials about children whose attendance and behavior has greatly improved after the initiation of a School Breakfast Program. Many administrators have been astounded to find that children whose disruptive behavior had caused them to be identified as "incorrigible", "difficult" or even candidates for "professional help", were found to have been hungry children whose responses to hunger had caused disciplinary problems. According to Dr. Aaron Shirley, a member of the Physician Task Force on Hunger in America and a practicing pediatrician in Jackson, Mississippi:

"*...the physiological response to inadequate diet has a psychosocial aspect. Such*

outcomes as anxiety, dependency and hostility have been observed in malnourished children. In addition, the child who is poorly nourished is being given a very powerful message about his or her relationship to the social environment. Feelings about self-worth and about the responsiveness of the adult world are affected by the experience of being ill fed."

FACT 7: ***Marketing the program to students is an integral part of any successful School Breakfast Program.***

Creating interest and merchandising are as important in school food service as in any other food business. And it is a business -- School Food Services feed more children daily than any fast food chain does worldwide! Students are not "captive audiences" who can be expected to eat anything served to them, but customers who can (and often do) choose to eat or not -- even when hungry. Schools have fiscal constraints which require meal costs to be kept reasonable -- both for schools and for the paying customers. Participation is key to meeting program costs. Cafeteria atmosphere is important -- it should be pleasant and the food appetizing. Friendly and efficient service, the aroma of baking bread, a menu that reflects students' tastes, ethnicity and cultures, and various promotions to advertise the existence of the program can go a long way toward ensuring student participation necessary to run an economically feasible program.

Some districts advertise their menus daily on the morning news. Menus should be promoted to students and parents and sent home. Input from students and their families to ensure that menus reflect taste preferences of various ethnic groups represented by students could help to increase participation. Favorite menus, nutrition tips and other items of interest can be placed on menus. Breakfast can be promoted through student leaders, community leaders and celebrities. The news media can be an important vehicle for advertising the program and any special promotion that may be planned.

Finally, it is essential that students understand that the program is available to all of them, **and** that the program is promoted to all students. Many students, particularly in the older grades, may not participate in the School Breakfast Program, even to their detriment, if the program is promoted as or thought to be one **only** for poor children. Promotional efforts should emphasize: (1) the program exists; (2) it's for **all** students; (3) how students can participate; and (4) the food tastes great.

Students, through Youth Advisory Committees, taste-testing classes, and preference surveys, can provide valuable clues to food services departments for improving participation in the program. And although participation in school breakfast is historically lower than in lunch, there is one school in Pontiac, Michigan that is actually reported to be **serving more breakfasts than lunches!** Fast food establishments are also competing for children's food dollars and stomachs and it would be a shame for students to miss out on more nutritious lower-cost meals simply because schools failed to promote them.

ADULTS WHO CARE ABOUT SCHOOL BREAKFAST

On the following page, you will find a list of national organizations that have endorsed the ***Campaign to End Childhood Hunger***, in partnership with the Food Research and Action Center (FRAC) in Washington, DC. Those with an asterisk have also endorsed FRAC's *National School Breakfast Expansion Campaign*. The ***Campaign to End Childhood Hunger*** has as one of its policy goals: "to make the School Breakfast Program available to low-income children across the country...". The list may provide you with potential support: many of these endorsing organizations have state and/or local affiliates that might be encouraged to support your efforts on the basis of the national endorsement. We certainly encourage you to make use of this list to support your work on behalf of hungry children in your community and state.

Below, you will find statements in support of School Breakfast that were made by leaders from many walks of life -- nutritionists, business leaders, school food service directors, political leaders, school principals, and union leaders -- that may also prove useful to you in generating broad-based support in your area for your expansion campaign.

"Educators throughout the state and country have reported a significant improvement in the level of work performed or submitted by pupils who participated in the Breakfast Program."

Charles Hughes, President, Local 372, ASFCME
New York City Board of Education (1987)

"The failure to provide for a child's general health and education... can be society's failure.... Orange soda and potato chips are no more a good breakfast than catsup is a vegetable. Poor nutrition can handicap children for life.... Tomorrow's economy depends on today's children. The children entering...schools today depend on us. A child who is undernourished will have a lower IQ, shorter attention span, and poorer grades in school. That child will emerge from school unprepared for the demands of the new economy..."

Robert Van Fossan, Chairman and Chief Executive Officer
Mutual Benefit Life Insurance Company (1989)

"Too many of our children arrive at school hungry.... [They are] unready to meet the challenges of learning."

George Bush, President of the United States
America 2000, An Education Strategy (1991)

"The need for school breakfast is not limited to schools with high percentages of needy children. A hungry child's need is no less important because other children in his [or her] school aren't hungry."

Dorothy Caldwell, Director, Child Nutrition Programs
Arkansas Department of Education (1987)

"The Breakfast Program has improved attendance and reduced tardiness to first hour classes.

Principals' unanimous opinion
Mesa Unified School District, Arizona (1990)

"School districts have discovered that adding a Breakfast Program actually expands their revenue base and offsets some of the overhead costs of the Lunch Program. In other words, the Breakfast Program helps the bottom line!"

Vivian Pilant, Director, Office of School Food Services
South Carolina State Department of Education (1987)

"Numerous studies have found that children who are inadequately nourished demonstrate decreases in IQ, increased incidence of hyperactivity and higher rates of school failure. We know that children who must start the school day on an empty stomach cannot achieve their full potential. That's why the School Breakfast is so very important."

Congressman Charles Hatcher, (D) 2nd District Georgia
U.S. House of Representatives (1990)

"The School Breakfast program can be used as a form of nutrition education. If breakfast is eaten in the classroom or "homeroom," a presentation can accompany the meal. Students can learn to make choices of what to eat from a selection of healthy foods and develop the ability to determine their own diet. Surveys of student opinions give them a way in menu development, often decrease plate waste, and teach important "hands-on" nutrition lessons. Student taste tests are fun and helpful in introducing new foods to the menu.

Kate Clancy, Professor of Nutrition
Syracuse University, New York (1987)

"You will cut your discipline problems down when kids are not hungry."

Gary Lee Watt, Director, School Food Services
Office of Public Instruction, Montana (1991)

"If a program is good for the children, it is good for the school. Obstacles can be overcome. School breakfast is important."

A School Superintendent
Arizona (1991)

"It has often been said that breakfast is the most important meal of the day. If this is true for adults, the impact of starting the day with -- or without -- a nutritious breakfast is even greater for children. Some children, many from low-income families, do not receive adequate nutrition at home.... Further, studies have shown that there is a link between eating breakfast and academic achievement....This program is in need of expansion. The National PTA offers our assistance in expanding participation in this very important program.

Millie Waterman, Former Vice-President for Legislative Activity
National Parent-Teachers Association (1989)

ORGANIZATIONS ENDORSING FRAC'S CAMPAIGN TO END CHILDHOOD HUNGER

**ORGANIZATIONS ALSO ENDORSING FRAC'S NATIONAL SCHOOL BREAKFAST EXPANSION CAMPAIGN*

AFL-CIO
Amalgamated Clothing & Textile Workers' Union
American Academy of Pediatrics*
American Baptist Churches USA
American College of Nurse-Midwives
American Commodity Distribution Association
American Dietetic Association
American Federation of State, County & Municipal Employees*
American Federation of Teachers*
American Home Economics Association
American Public Health Association*
American Public Welfare Association
American School Food Service Association*
Americans for Civic Participation
Americans for Democratic Action
Americans for Indian Opportunity
Association for Retarded Citizens
Association of Junior Leagues, International
Association of State & Territorial Public Health Nutrition Directors (ASTPHND)
Bread for The World*
Catholic Charities USA
Center for Community Change
Center for Law and Social Policy
Center for Science in the Public Interest*
Center for the Study of Social Policy
Center on Budget and Policy Priorities*
Center on Hunger, Poverty and Nutrition Policy
Child Welfare League of America
Children's Defense Fund*
Church Women United
City of New York - Washington Office
Coalition of Labor Union Women
Coalition on Human Needs
Communications Workers of America
Community Nutrition Institute*
Congress of National Black Churches
Consumers Union
Evangelical Lutheran Church in America - Lutheran Office of Government Affairs
Families USA
Food & Allied Services Trades Dept., AFL-CIO*
Friends Committee on National Legislation*
Gray Panthers
Hand to Hand
Healthy Mothers, Healthy Babies
In Our Own Way
Institute for Educational Leadership
INTERFAITH IMPACT for Justice and Peace
International Ladies' Garment Workers' Union
International Reading Association*
International Union of Bricklayers and Allied Craftsmen
International Union of Electronic, Electrical, Salaried Machine & Furniture Workers (IUE)
Jesuit Social Ministries - National Office
Jewish Labor Committee
Kraft General Foods
League of Women Voters of U. S.
Lutheran Resources Commission
National Anti-Hunger Coalition*
National Association of Community Health Centers*
National Association of Counties
National Association of Elementary School Principals*
National Association of Homes & Services for Children
National Association of Meal Programs
National Association of Social Workers*
National Association of WIC Directors
National Black Caucus of State Legislators
National Black Child Development Institute
National Coalition for The Homeless
National Community Action Foundation
National Conference of State Legislatures
National Consumers League*
National Council of Catholic Women
National Council of Churches
National Council of Jewish Women
National Council of La Raza
National Council of Senior Citizens
National Education Association*
National Farmers Union*
National Low Income Housing Coalition
National Perinatal Association
National Student Campaign Against Hunger & Homelessness*
National Urban League
NETWORK: A National Catholic Social Justice Lobby*
North American Association of Adventist Community Services Directors
OMB Watch*
Presbyterian Child Advocacy Network
Presbyterian Church - Washington Office
Presbyterian Health Education & Welfare Association
Public Voice for Food & Health Policy*
RESULTS*
Sara Lee Corporation
Save The Children*
Second Harvest National Food Bank Network
Service Employees International Union*
SHARE - USA
Share Our Strength (SOS)
Society for Nutrition Education*
Southern Christian Leadership Conference
The End Hunger Network
The Episcopal Church
The Hunger Project
The U.S. Conference of City Human Services Officials
The U.S. Conference of Mayors
Union of American Hebrew Congregations
United Church of Christ - Hunger Action Office

United Church of Christ - Office for Church in Society*
United Food & Commercial Workers
United Mine Workers of America

United Way of America
U.S. Catholic Conference
World Hunger Year*
World Share

SHOW IT NOW!

GENERAL MEDIA STRATEGY TIPS and MARKETING YOUR PROGRAM

Obtaining favorable coverage from the media -- newspapers, magazines, radio and television -- is an important part of your efforts to expand school breakfast. Your main targets are local daily and community newspapers, TV stations and radio stations. Your goal is to obtain favorable coverage of the issue through an **editorial** endorsing breakfast in your schools; a **feature** or **news story** on breakfast and childhood hunger, with local examples or anecdotes; a **column** by local newspaper columnists supporting your efforts; and/or a **discussion** of school breakfast on local radio and TV public affairs and talk shows.

There are a few guidelines to keep in mind before you first contact a media outlet. First, have **a clear idea of who you want to talk to or meet with** (either a name or a job title) before you call. A committee member should take on the job of putting together a press list, including editors, reporters and producers who cover education nutrition, health, poverty programs, etc. Your local library (and librarian) may be helpful, or someone on the committee may have access to such a list. Remember to include community or college radio stations, newspapers and television stations, educational and cable TV, and to update your list regularly -- every six to twelve months.

Put together your background materials. Your information packet should answer some basic questions: ***WHO?*** Who is involved in the committee and how can people participate? ***WHAT?*** What are you doing that you want people to know? ***HOW?*** How are you going to reach your goal? ***WHERE?*** Where can people get in touch with you? ***WHEN?*** When are you holding events? ***WHY?*** Why should the community be interested and why should the media want to cover your issue?

The answer to this last question is known as the "hook", the link that makes your work newsworthy. To figure out a hook, discuss your strategy as a group: ***Is your activity/event/goal timely? Does it have a local angle/impact? Is it important to a lot of people? Is it controversial/new/different? Is it going to change the future? Does it have human interest?*** For a local school breakfast campaign, the answer to all these questions is YES! With this information and strategy together, you are ready to contact the media, help them to do their job, and help accomplish your goal of expanding school breakfast in the process.

As a starting point, **follow-up with reporters, editors and producers who may have contacted you or written or aired a recent story on school meals, childhood hunger, nutrition, education -- any related subject.** Be prepared to explain your request concisely. **Ask for names of other interested news people and ideas** on how best to approach them. Add any new names to your press list. It is important to **know whether the reporter, paper, TV or radio station has already taken a position** on your issue or if they have already done any stories or columns on this subject.

Editorial Board Meetings:

Newspapers take editorial positions on important local and national policy issues. (Television and radio news divisions also air periodic editorials on important local issues.) Small newspapers' positions are decided by the Publisher or Managing Editor, and by Editorial Boards for larger newspapers. Newspaper editorial boards consist of some or all of the following people: the Publisher, Editor-in-Chief, Managing Editor, Editorial Page Editor, and Editorial Writers.

To arrange a meeting with your newspaper's Editorial Board, call one of the people listed above or the Secretary to the Editorial Page Editor. Explain your position, name those in your coalition, and ask for a meeting with the Editorial Board (7-10 days ahead for a large paper) to discuss why you feel it's important for the newspaper to support school breakfast expansion. If your paper has no Editorial Board, try to meet with the Publisher or Editor, or get together over a cup of coffee or lunch.

At the Editorial Board meeting, present background information on school breakfast. **Stress local arguments** for the program, including the number of low-income children participating in school lunch, demand for emergency food, unemployment and poverty figures, the number of working parents, etc. Ideally, no more than three people from the committee should attend. Include the names of one or more spokespersons who can be contacted for further information. In many ways, a meeting with an editorial board or an editor is similar to meeting with your member of Congress or other elected official.

If the Board decides not to take a position or to oppose the committee's positions, you should ask the newspaper to print an op-ed (opinion editorial) stating your position. Make sure you include your affiliation with your coalition/committee in your title.

Press Contacts Leading to a Feature Story:

To place feature stories in the paper, on television or radio, **target a reporter** who covers the family, health, or education "beat" and promote or "sell" a story to that reporter. A reporter, assignment editor or producer will usually be receptive to a story idea that is both timely and relevant to their audience. So be prepared to suggest a possible story idea -- a particular school that really needs breakfast, or administrators who have implemented School Breakfast and love it.

Columnists:

Newspaper columns can be a big help in reaching readers, exposing them to your issue, and persuading them to support your position. The above strategies can be applied to newspaper columnists, **but remember** that the columnist's function is to take a position, positive or negative, on issues. Therefore, you must **be familiar with the positions of columnists before you contact them.** When you have targeted a columnist who might support or write about your issue and are ready to contact him/her, be prepared to promote a column to him or her. Establishing a relationship with a columnist who is sympathetic to the issue of school breakfast can, if carefully tended, serve both your interests.

Radio Talk Shows/Television Public Affairs Programming:

Many local radio stations have regular public affairs or talk show programs, as do community radio stations. The timelines here are frequently longer than with the print media. If timing is important, you might want to approach the radio station 10-14 days ahead of time. Again, have a clear idea of what you want to say about school breakfast and its impact on your community. Contact the host or the producer of the talk shows that might cover your issue. If the station has no talk shows, ask for the news director and make the same "pitch." Explain your efforts, and promise to follow-up with additional materials. Call to follow-up 3-4 days later. Actual interviews are often done over the phone and last no more than 15 minutes. It's important to get the phone number, time and the name of the person who will be doing the interview once the station confirms its interest in "booking" you or your spokesperson. If it is a call-in show, be sure to have committee members call in, both to show community interest and to raise key points. You can use the same techniques for local TV public affairs programs, with a 3-4 week lead-time.

Remember:

If you do your homework well, put out good information and work hard at developing and keeping good relationships with your local media, working with them will be quite helpful to your efforts. After all, they are workers, parents and community members, and your work could well benefit them and their families too.

Sample Press Release

School Breakfast Committee Meets with School Board

For Immediate Release

Date: _____

Contact:

Name(s) _____
Address _____
Telephone #(s)_____

"Hungry kids can't learn." That is the message being delivered to _____ (name of school board president) by the _____ (name of committee) School Breakfast Committee.

The Committee was formed to assist in the establishment of school breakfast programs in _____ (name of school district) schools. "Breakfast", stresses _____ (name of spokesperson) of the _____(name of committee) Committee, "is important to all school-age children and the federal government helps make it easy to offer breakfast to school children. The Committee will urge the School Board to implement the School Breakfast Program in our community."

Studies have shown that children who have not had an adequate morning meal find it more difficult to concentrate and to settle down to work in their morning classes. Other studies suggest that students participating in the School Breakfast Program perform better on standardized achievement tests and are less likely to be tardy or absent. While an adequate breakfast is especially important for children from low-income families who may not have been able to afford an adequate dinner the night before, by law the breakfast program serves **all** children, just as the school lunch program does.

_____ (name of spokesperson), spokesperson for the _____ (name of committee) Committee, said "I believe that, with the cooperation of the School Board and State Child Nutrition Program Director, the Breakfast Program can be implemented in the target schools within a short time of application." The target schools are _____, _____, and _____ _____.

The School Breakfast Committee was formed in _____ (date) in order to seek an expansion of the School Breakfast Program. It is composed of representatives from the following groups:
_____.
_____.
_____.

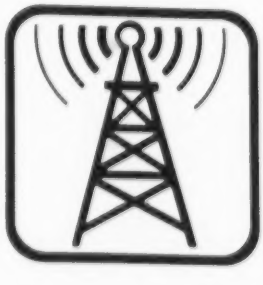
Its next public meeting will be held at _____ on _____ .

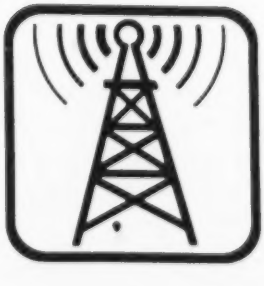
NOTE:

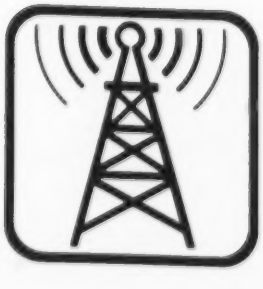
- Your press release, when typed, should be double spaced. Be sure it is unexaggerated, factual, clear and concise. Radio and TV announcements should be sent to your local station to the attention of the Public Service Director or Director of Community Affairs, as well as the news director. It may be two or three weeks before they can schedule your announcement so allow enough time or call the station to find out when your announcement will be on. Additional fact sheets can be attached to the press release if you feel the media needs more information, but try to keep the number of pages to the barest minimum.

Remember: You want to frame the debate. Make up some good quotes from your spokesperson that you'd like to see in the newspaper in support of school breakfast. Focus on:

- the number of local/state children in poverty;
- the number of local children who participate in school lunch, especially those receiving free or reduced-price meals;
- the rising number of two-parent and/or single-parent working families;
- the demands on parents in the morning to get ready for work and school -- and why breakfast at school might be a great help to them; and
- the need to bring federal dollars into your community.







Sample Public Service Announcements (PSAs) - 2

For Immediate Release

Date: _____

Contact:

Name(s) _____
Address _____
Telephone #(s)_____

You just can't teach a hungry child. About (#) % of (state) 's children live in poverty and (#) (state) children under 12 are hungry. Many skip breakfast because the family is too poor to have enough food or working parents are pressed for time. Some children are not hungry at the early hour they must leave for school. School Breakfast can be provided to all of these kids free or at low cost. But only a fraction of (state) 's schools offer the program, even though federal funds are available. Studies show a strong link between good nutrition and school performance. Breakfast should be the first course a school offers. For more information about the School Breakfast Program and what you can do to make it a reality in your community, contact (name of committee or contact person) at (telephone number).

For Immediate Release

Date: _____

Contact:

Name(s) _____
Address _____
Telephone #(s)_____

Does the thought of orange juice, a tortilla wrapped around a scrambled egg with cheese and a cup of hot cocoa make your mouth water? How about an apple, brown bread with cheese and some cold milk? Wouldn't you like to know that your child could get such appetizing and nutritious meals at school on those mornings that just don't allow for breakfast at home? If you want to know more about the School Breakfast Program and how it could be made available in your community, (a) come to the community meeting at (place) located at (address) on (date) at (time). For more information, call *or* (b) please call (committee name or contact person) at (telephone number).

TIPS ON BREAKFAST PROMOTIONS: MARKETING YOUR PROGRAM

(with thanks to the Arkansas Department of Education)

The following tips may be freely shared with your school's food services department to assist in planning for School Breakfast expansion -- of either schools or students. They also may be used to respond to concerns about whether or not student participation will be great enough to cover the costs of offering a program.

PLAN:

When developing a plan to market breakfast there are several things to keep in mind: *set your **goals**; consider your **audience**; select a **theme**; **budget** for **all** expenses -- materials, etc.; allow **time** for planning and advertising; **publicize** your efforts; **evaluate** the plan's results; and make your plan **fun** and **enjoyable**.*

IMPLEMENTATION:

Make sure the cafeteria is pleasant and the food appetizing. If possible, have some type of baked bread for the extra aroma. Market the program to **all** students, low-income and non-low-income. Promote menus to students and parents, adding recipes, nutrition tips and other items of general interest. Promote breakfast through student leaders.

PROMOTIONAL IDEAS

Breakfast at School -- "Try it, It's Awesome!": Publicize program even before school opens.
Guess Who's Coming to Breakfast: Invite role models from the community to eat breakfast.
Birthday Calendar and Theme Days: Celebrate birthdays by having a birthday breakfast club calendar. Other kinds of themes include Valentine's Day, involving the local Heart Association; a "Prime Time Cafe", with a 50's focus; or an apple harvest.
Breakfast Bar: A periodic buffet in cafeteria; a portable breakfast cart in strategic hallways.
Art Contest: A contest for best design of button, poster, menu display, theme or other idea, with assistance of art teacher.
Try It, You'll Like It: Taste-testing experiences to test new menus, foods or recipes. Couple with student recipe contest. Serve and promote winning recipe on a monthly menu.
Sack Breakfast: Bag breakfasts for classes going on morning trips, students wanting to eat outside with friends, students arriving on late bus or just running late for class.
Training Table for Athletes and Other Clubs: Promote breakfast to school athletes and cheerleaders, to "feed their bodies **and** their minds". Other school clubs, e.g. Science, Glee, Math, Leaders, etc., could be encouraged to sponsor their own breakfast days or tables.
Rap Contests: Conduct a breakfast rap contest during breakfast or lunch with student judges and play winning rap(s) over the school P.A. system in the morning, during class changes or other times when you can promote your program.
Breakfast Around the World: Collaborate with history/geography teachers to have foods from different countries for breakfast. Couple with **Nutri-Knows**, a nutrition trivia contest.

OTHER PROMOTIONAL IDEAS:

Clever menu names and combinations can also be used to attract students. Just a few offered by some school districts include: *Sacramento Sunrise* --(named after your school district) orange juice with a splash of cranberry; *Breakfast Sandwiches* -- waffle roll (a waffle wrapped around a banana or sausage link); *PBJ Blanket* -- layer pancakes with peanut butter and jelly; *Fruit Fries* -- apple slices served in french fry containers; *Breakfast Burrito* -- even a make your own burrito bar.

A commonly asked question is: "How much does a school breakfast cost per plate?" There is no single answer since many local factors play a role in determining the answer, including: food and labor costs, food volume, availability of commodities, amount of on-site preparation and time involved; equipment capacity, capability and availability; even menu ideas vary with geography, ethnic preferences and other local conditions.

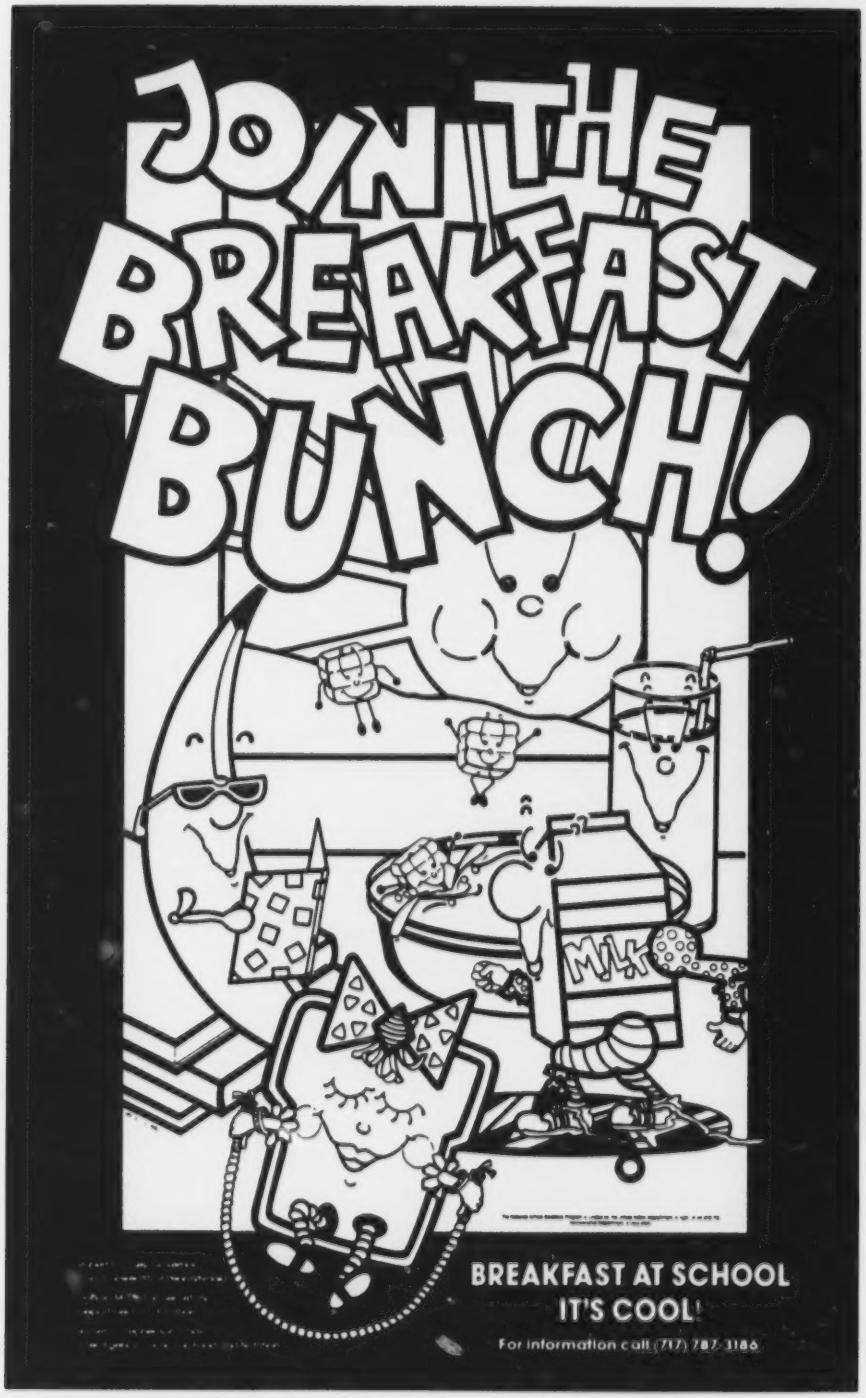
The breakfast menu cost estimates below were developed by Child Nutrition Section, School Food Service Sector, Arkansas Department of Education in the spring of 1991, and reflect raw food costs based on a state bid list, September 1991. To develop such estimates for your area, it is important to work with your school's food service director (or one in your area who operates a successful breakfast program) to obtain the necessary information for developing realistic estimates.

BREAKFAST RAW FOOD COSTS - 1 WEEK'S MENUS

Buttered Toast	bread slice	.03
	butter USDA	.00
Cereal	bowl pack, cheerios	.185
Sugar	individual pk (p.c.)	.005
Pineapple Juice	4 oz. full strength	.08
Milk, 2%	8 fluid oz	.12
Total		**.42***
Cinnamon Roll	2.5 oz from scratch	.04 + labor
Orange Sections	.5 cup	.15**
Milk, 2%	8 fluid oz.	.12
Total		**.31***
Biscuit	2 oz. from scratch	.025 + labor
Scrambled Egg	1 egg	.06
Apple Juice	4 oz. full strength	.08
Milk, 2%	8 fluid oz.	.12
Total		**.285***
Cheese Toast	1 oz. cheese	.10
	1 oz. slice bread	.02
Applesauce	.5 cup	.07
Milk, 2%	8 fluid oz.	.12
Total		**.31***
Bran Muffin	2.0 oz.	.20
Orange Juice	4 oz. full strength	.08
Milk, 2%	8 fluid oz.	.12
Total		**.40***

* *Meal costs vary depending upon labor costs as well as whether breads and other items are made from USDA commodity foods or are purchased. They also reflect such local conditions as the presence of food industry production plants in the area, the volume of goods being purchased, etc.*

** *Produce will vary considerably depending upon the time of year of the purchase. To keep costs at a minimum, plan to use fresh fruits and vegetables during their growing season.*



Produced in 1990 by the Pennsylvania Department of Education and the Interagency Council on Food and Nutrition as part of a breakfast promotional campaign.

TEACHERS AND STUDENTS SPEAK OUT FOR BREAKFAST

T

Students' Well-being is a Major Concern

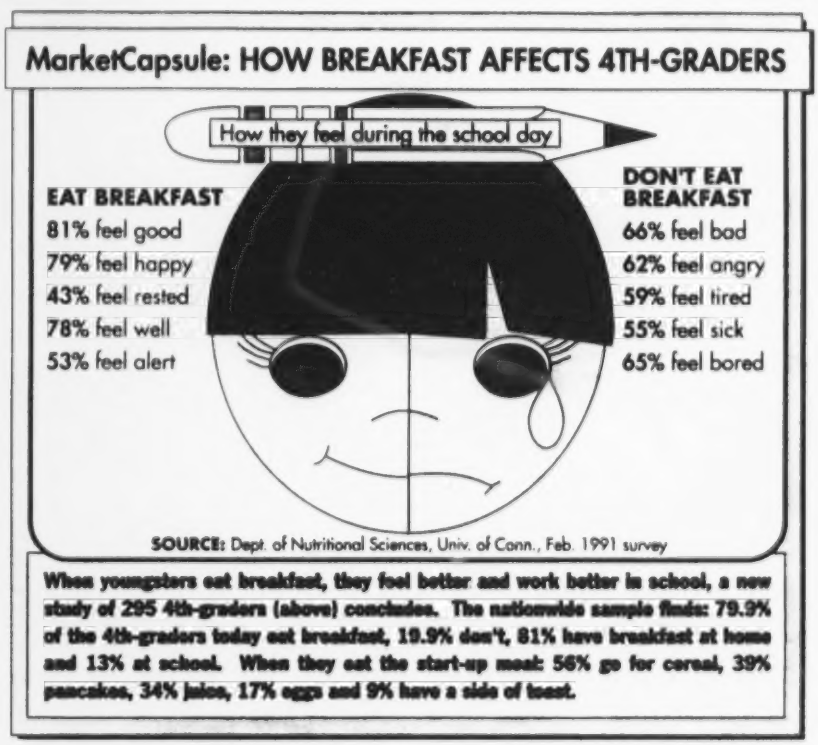
A report from the Carnegie Foundation for the Advancement of Teaching reveals deep concerns among teachers about the health and well-being of their students. The chart on the following page shows state-by-state responses to three survey questions posed to 22,000 teachers. Foundation President Ernest Boyer notes that:

> **"large majorities of teachers find poverty, poor health, undernourishment, and neglect to be problems at their schools. The data and teacher comments suggest that we have not just a school problem but a youth problem in the nation."**

The complete report is available from Princeton University Press, 3175 Princeton Pike, Lawrenceville, NJ 08648. $10.95, postage paid. (*Source: The Carnegie Foundation for the Advancement of Teaching, 1987 National Survey of Public School Teachers.*)

The chart below reflects the findings of *The Nationwide Survey to Evaluate the Breakfast Eating Habits of Fourth Grade Students, Department of Nutritional Sciences, University of Connecticut, February 1991.* The findings of the survey are reflected in the comments of second grader Billy Hann of Mercersburg Elementary School in Pennsylvania, when he was questioned about his feelings regarding School Breakfast:

> **"I feel better when I have breakfast... it keeps me going through the day. When I eat breakfast, I'm awake more...Makes it easier to learn in class because it keeps my brain going."**


MarketCapsule: HOW BREAKFAST AFFECTS 4TH-GRADERS
How they feel during the school day
EAT BREAKFAST
81% feel good
79% feel happy
43% feel rested
78% feel well
53% feel alert
DON'T EAT BREAKFAST
66% feel bad
62% feel angry
59% feel tired
55% feel sick
65% feel bored
SOURCE: Dept. of Nutritional Sciences, Univ. of Conn., Feb. 1991 survey
When youngsters eat breakfast, they feel better and work better in school, a new study of 295 4th-graders (above) concludes. The nationwide sample finds: 79.9% of the 4th-graders today eat breakfast, 19.9% don't, 81% have breakfast at home and 13% at school. When they eat the start-up meal: 56% go for cereal, 39% pancakes, 34% juice, 17% eggs and 9% have a side of toast.

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Source: The Carnegie Foundation for the Advancement of Teaching, 1987 National Survey of Public School Teachers

Teachers' Best Estimate of the Percentage of Students At Their School Who Are Living in Poverty

	None	1 to 10%	11 to 25%	20% or More
ALL TEACHERS	6%	47%	25%	22%
Mississippi	1	35	25	39
Louisiana	3	35	25	37
Kentucky	1	34	29	36
West Virginia ..	3	36	27	33
South Carolina .	3	39	26	32
Arkansas	2	36	31	32
New Mexico	3	35	30	32
Texas	5	43	24	29
Alabama	5	39	26	29
Arizona	4	43	25	28
Georgia	5	37	31	28
California	11	40	21	28
Tennessee	5	36	30	28
Oklahoma	4	44	27	25
Alaska	5	48	23	25
Florida	6	41	29	24
North Carolina .	3	44	29	24
Virginia	5	44	28	23
Missouri	2	46	30	22
Maine	3	46	31	20
Michigan	5	53	24	19
Illinois	10	49	22	19
Colorado	10	48	22	19
Montana	6	49	25	19
Washington	2	53	26	19
South Dakota ...	3	50	28	18
Oregon	6	44	31	18
Ohio	3	51	29	17
Rhode Island ...	6	54	23	17
Pennsylvania ...	5	54	24	16
New York	5	54	25	16
Hawaii	11	52	21	16
Idaho	3	51	29	16
Indiana	4	55	25	16
Maryland	7	54	24	15
Delaware	1	51	33	15
Vermont	5	44	36	15
Utah	7	53	26	14
Wyoming	7	58	21	14
Massachusetts ..	12	57	18	14
Minnesota	5	59	23	13
Nevada	6	62	20	13
Connecticut	17	57	13	13
New Jersey	19	56	13	12
Nebraska	9	55	24	12
New Hampshire ..	6	59	23	11
Iowa	4	60	26	11
Kansas	6	56	26	11
Wisconsin	4	60	25	11
North Dakota ...	8	66	17	9

Percentage of Teachers Who Report Poor Health Among Students Is A Problem In Their School

	A Problem	Not A Problem
ALL TEACHERS	69%	31%
Washington	79	21
Oregon	77	23
Vermont	77	23
Arizona	76	24
Delaware	76	24
Missouri	76	24
North Carolina ..	76	24
Tennessee	76	24
West Virginia ...	76	24
Maine	75	25
Alaska	74	26
Arkansas	74	26
California	74	26
Colorado	74	26
Hawaii	74	26
Kentucky	74	26
Florida	73	27
Idaho	72	28
Michigan	72	28
South Carolina ..	72	28
Georgia	71	29
Indiana	71	29
Nevada	71	29
New Mexico	71	29
Ohio	71	29
Texas	71	29
Oklahoma	70	30
Virginia	70	30
New Hampshire ...	69	32
Minnesota	68	32
Pennsylvania	68	32
Kansas	67	33
Louisiana	67	33
Rhode Island	67	33
New York	66	34
Wisconsin	66	34
Wyoming	66	34
Alabama	65	35
Maryland	64	36
Montana	64	36
South Dakota	64	36
Utah	64	36
Massachusetts ...	63	37
Nebraska	63	37
Illinois	62	38
Mississippi	62	38
Iowa	61	39
Connecticut	59	41
New Jersey	54	46
North Dakota	53	47

Percentage of Teachers Who Report Undernourished Children/Young People Are A Problem In Their School

	A Problem	Not A Problem
ALL TEACHERS	68%	32%
Maine	81	19
Vermont	81	19
Oregon	78	22
Washington	78	22
Arizona	77	23
Idaho	76	24
Arkansas	74	26
Kentucky	74	26
Missouri	74	26
Delaware	73	27
Oklahoma	73	27
Tennessee	73	27
West Virginia ..	73	27
California	72	28
Minnesota	72	28
Nevada	72	28
Alaska	71	29
Colorado	71	29
North Carolina .	71	29
South Carolina .	71	29
Georgia	70	30
Indiana	70	30
Michigan	70	30
Montana	70	30
Ohio	70	30
Wisconsin	70	30
New Mexico	69	31
Texas	69	31
Virginia	69	31
New Hampshire ..	68	32
Pennsylvania ...	68	32
South Dakota ...	68	32
Wyoming	68	32
Utah	67	33
Florida	66	34
Louisiana	66	34
New York	66	34
Rhode Island ...	66	34
Illinois	65	35
Kansas	65	35
Hawaii	64	36
Nebraska	64	36
Alabama	63	37
Massachusetts ..	63	37
Iowa	62	38
Maryland	62	38
Connecticut	59	41
Mississippi	59	41
North Dakota ...	56	44
New Jersey	53	47

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ABOUT FRAC

The Food Research and Action Center (FRAC), a 501(c)(3) nonprofit organization, is widely recognized as the leading national group working for more effective public policies to eradicate domestic hunger and undernutrition. Established in 1970, FRAC today uses a variety of strategies at the national, state and local levels to bring about an end to hunger in the United States.

- FRAC provides information, training and leadership to a network of hundreds of local groups across the country, and is coordinating the Campaign to End Childhood Hunger in partnership with those groups.

- FRAC engages in ground-breaking research to measure the extent of hunger and its impact on low-income families with children.

- FRAC analyzes federal food assistance policy and serves as a watchdog of regulations and programs affecting the poor.

- FRAC is an authoritative source of information on hunger for the news media, public officials and the American public.

Contributions to FRAC are tax-deductible to the extent permitted by law.

FRAC's National School Breakfast Expansion Campaign

FRAC began its *National School Breakfast Expansion Campaign* in 1987 to ensure that **all** children, particularly those from low-income households, have the opportunity to receive the healthy breakfast at school to which they are entitled. FRAC and its supporters recognize that:

- Breakfast has been called the most important meal of the day; participation in School Breakfast has been associated with increased test scores, decreased absenteeism and reduced tardiness.

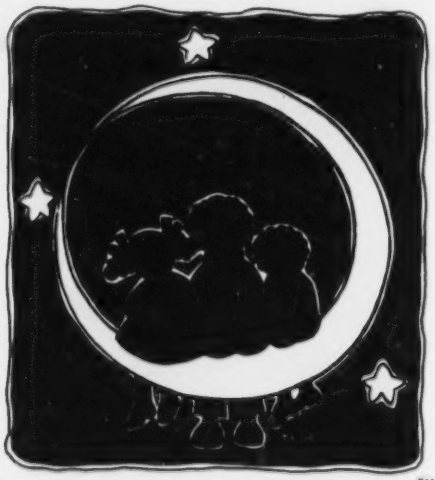
- There is a tremendous disparity between the availability of lunch and breakfast in our nation's schools, although both are entitlement programs available to any public or non-profit private school that wishes to sponsor them (less than one-half of schools that offer lunch offer breakfast), and to all kids attending those schools..

- A disastrous number of our nation's young children, one in eight under age 12, are hungry.

- A child's readiness to learn is compromised when he or she is hungry.

Hunger is a national problem that requires nationwide solutions. In its efforts to alleviate hunger, FRAC's primary focus is on improving and strengthening federal food assistance programs, including School Breakfast. Through these programs, FRAC seeks to assure all persons in this country access to an adequate diet with dignity. FRAC believes that these programs are the key to establishing the foundation that will more effectively feed hungry children, women and men in our nation.

Millions of kids are hungry in America.



This kit is being used as part of the ***Campaign to End Childhood Hunger.***
Contact FRAC or your local anti-hunger coalition for more information.

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